



Louise Webster
Founder

For immediate effect: 15 March 2012

'PUTTING THE PERSON BACK INTO THE PARENT' BEYONDTHESCHOOLRUN.COM LAUNCHES

- Beyondtheschoolrun.com inspires and motivates parents following the early years of parenting
- Beyondtheschoolrun.com aims to provide the first steps towards re-discovering a career, dream or vocation.
- Beyondtheschoolrun.com starts by connecting parents with voluntary opportunities across a range of charities – but this is just the start!

Beyondtheschoolrun.com (BTSR) is a new online destination of inspiration for parents seeking to go 'beyond' being a parent, either making use of their existing skills or provoking them into taking a new direction, whilst not compromising the time they choose to spend with their children.

BTSR exists to provide a portal for parents seeking school-hours based opportunities. The idea is to help parents find the inspiration to get back into the workplace, develop a career for the first time or simply get involved with their own community or beyond. The new website will offer inspirational content along with a directory of voluntary opportunities across a range of national and local charities, for which parents can offer as much or as little of their time and expertise.

The charity partners include Kids Company (kidsco.org.uk) and ParentGym (parentgym.com) amongst many others. BTSR plans to offer its community a full range of opportunities and ideas beyond the charity sector. So keep an eye on the site as this is just the start! BTSR aims to work in partnership with all industries, creative, commercial and social, to identify ways in which parents can offer their skills within school hours. Exciting new developments and updates will be highlighted on the BTSR Facebook (beyondtheschoolrun.com) and Twitter pages (@beyondtsr).

BTSR is the brainchild of Louise Webster, a parent and PR professional, who has come to realise just how much untapped skill and potential drifts away from the school gate every morning. Louise, Founder of Beyondtheschoolrun.com says; "My vision for BTSR is to show how one social group can work together to make a positive difference to themselves at the same time as helping others. I believe parents are at the heart of communities and amongst them there is a wealth of hidden talent and wisdom that isn't being seen or heard. By giving them a voice we hope to bring positive change for individuals and their communities."

The website has been created with the assistance of professional mothers all working within school hours.

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For further information, an interview or images please contact:

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Notes to Editors

About The Founder, Louise Webster:

Louise is a mother of two children and a marketing specialist in the kids and parents industries. Louise founded specialist kids and parents PR agency, Rare Communications (www.rarecommunications.co.uk) in 2003 and social enterprise Beyondtheschoolrun Ltd on 1 February 2012.

About Beyondtheschoolrun.com

Beyondtheschoolrun.com is part of Beyondtheschoolrun Ltd, a privately owned social enterprise initiative.

Beyondtheschoolrun.com is an online destination of inspiration for parents seeking to go 'beyond' being a parent, either making use of their existing skills or provoking them into taking a new direction, whilst not compromising the time they want to spend with their children. The service will provide a portal for parents seeking school-hours based opportunities (initially voluntary) to find the inspiration to enter back into the working world, develop a career for the first time or simply move forward within their community or beyond.