

Text THRIVE to 274448 to enroll

FREE Service Texts Parenting Tips Based On Child's Age

Prenatal to 8-years-old!



Parents of young children in West Michigan now have a way to receive tips, view helpful videos, and learn about free services thanks to a partnership with **Bright By Text**. The free text messaging service supports learning and delivers resources via two to five texts per week to parents and caregivers of children under age eight. The texts include everything from expert-approved national resources like Sesame Street to specific local resources and



“These partnerships are vital for early education and caregiver support while schools, libraries and childcare centers may be closed,” said Jean McSpadden, president and CEO of **Bright By Text**. “Because we use text messaging, all the content is easily accessible to anyone with a mobile phone. We know this method works -- 95% of **Bright By Text** subscribers say it makes them a more confident caregiver.”



events along the lakeshore. What makes the service so unique is that the texts are customized by the child's age.

According to Allison Keessen, *Coordinator for the Great Start Collaborative and Read early. Read often. for Muskegon Area ISD*, 129 families with 185 children have already signed up for the free service and more are joining each day. “We are thankful to **Bright By Text** for making it so convenient for families to receive high-quality parenting tips and local updates,” said Mrs. Keessen. “We hope to connect with thousands of Muskegon County families in this way by the middle of 2021,” she added. Mrs. Keessen explained the program is currently being piloted and if there is enough interest, partners will be identified to help continue the service for

years to come. “We ask everyone who cares for a child prenatal to 8-years-old to try it and let us know what you think!” To sign up parents must text the word **THRIVE** to **274448**.

Dr. John Severson, Muskegon Area ISD Superintendent said, “Our kids don't come with an owner's manual like our cars. Our partnership with **Bright By Text** keeps our parents connected with vital networks that provide support, encouragement, and just plain fun!”



More than 100,000 caregivers have signed up for **Bright By Text** in all 50 states, which has partnered with nearby PBS affiliates, United Ways, Children's Hospitals, Office of Early Childhood Initiative, and more across the country.



Bright By Text partners with national expert resources like PBS, Vroom, Sesame Street, and the U.S. Centers for Disease Control and Prevention to deliver content for families. Texts include topics like brain development, learning activities, health and wellness, and more.

