



## Press Release

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### **Local Mum launches third website to help parents celebrate their child's birthday in style**

*Sam Willoughby from Bramley in Hampshire launches [www.whatson4kidsparties.co.uk](http://www.whatson4kidsparties.co.uk) to help parents with birthday party planning, ideas, advice and supplier directories*

A new website and on-line directory – [www.whatson4kidsparties.co.uk](http://www.whatson4kidsparties.co.uk) – has been created to help parents celebrate their children's birthdays and take away some of the pressure associated with organising the event. According to a recent survey of over 500 parents and 200 children (aged 5-10 years) new party trends are appearing. Now only 38% of children's parties are held at home, compared to 78% of parties in their parents day. The children polled now like activity centres, laser quest, pamper parties and sport!

The new 'one-stop-shop' website provides a comprehensive directory for children's party ideas, searchable by town, county, category or keyword. It includes everything from venues, entertainers, bouncy castles, catering and balloons to cakes, party bags, party organisers and face painting!

The founder of whatson4kidsparties and winner of 3 business awards, Sam Willoughby, who set up [www.whatson4littleones.co.uk](http://www.whatson4littleones.co.uk) in 2006 and last year also launched [www.whatson4schoolkids.co.uk](http://www.whatson4schoolkids.co.uk), is very excited about her latest venture. "Many parents want their children to have a wonderful birthday but are desperate for new ideas and are not always sure what is available in their local area" says Sam. "The new website enables parents to find out all the different party options in their area and lets them budget accordingly. We've also joined forces with Tracey Benton, author of the book Birthday Party, who provides lots of advice and money saving tips too. "

To ensure the new website meets the needs of both parents and children, Sam surveyed over 500 parents and 200 kids to find out what they were looking for when it comes to the perfect party. And it seems that many of the traditional party ideas have stood the test of time with over 93% including traditional games such as pass the parcel, blinds mans buff and musical bumps. What's more, traditional party food is still a winner for kids today, with top votes going to sausages, sausage rolls and fairy cakes.

Once parents have decided on the type of party they would like or looked for ideas, they will see the site also provides comprehensive articles and supplier directories on venues, catering, entertainment, and even birthday gift ideas. There's also a party planner guide parents can download to help plan the perfect party, step by step.

All you need for your party to succeed!

~ Ends~

### **About Sam Willoughby and Whats on 4 Kids Parties**

What's On for Kids Parties website was set up in November 2008 by Sam Willoughby who, thanks to her daughter Alice (age 4) has experienced the different pleasures and dilemma's of organising and attending a vast array of different parties.

Whatson4kidsparties is Sam's third online directory for parents and she has turned her 'kitchen table' business with an investment of just £150 into one with a turnover of £100,000 in just 3 years. Sam now has 3 business awards and employs 15 other Mums - also working at home, flexibly around their family commitments.

Sam has lived in Bramley, Hampshire for 9 years with her husband and daughter Alice now aged 4. When Alice was born Sam worked in Reading as a Project Manager but her employer refused to discuss a flexible return to work. Sam resigned her position and knew she had to make her own flexible career.

Sam's "light bulb" moment was when she realised that there was a gap that she could fill – how did you find out what was on in your local area to take your baby to? Using her own experience with yell.com, Sam founded the company What's On 4 and launched [www.whatson4littleones.co.uk](http://www.whatson4littleones.co.uk) in Hampshire in March 2006 followed by [www.whatson4schoolkids.co.uk](http://www.whatson4schoolkids.co.uk) in March 2008 and [www.whatson4kidsparties.co.uk](http://www.whatson4kidsparties.co.uk) was launched in November 2008.

The 3 What's On websites now attract more than 26,000 visitors a month, have over 1 million searches a year and many large companies are spending significant amounts advertising on her websites.

Sam has always supported local communities and continues to give free advertising to community groups and contributes regularly to local charities such as committee-lead pre-schools, particularly important to Sam as she volunteered on the committee of her daughter's pre-school for 3 years.

For more information go to [www.whatson4kidsparties.co.uk](http://www.whatson4kidsparties.co.uk)

### **Contact**

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