



March 7, 2006

## **NEW WEBSITE LETS PARENTS KNOW “WHAT’S ON”**

A new website, “What’s On 4 Little Ones?”, launches this week giving parents a one-stop solution to finding activities for pre-school children in the local area.

The site, developed by local mum Sam Willoughby, contains information about hundreds of activities throughout Hampshire, specifically tailored to suit children under five.

Sam, who lives in Bramley, dreamt up the idea after she and her business partner Maria Pedley found it difficult to keep up to date with the wide range of activities and classes available in their areas.

“Although we were able to find out about activities by word of mouth or through adverts in the local press, there didn’t seem to be a central source of information and finding details for some activities was very time consuming,” said Sam.

“Having spoken with other parents in the area, it seemed a great idea to combine information about a whole host of activities in one easy to use site, meaning parents can find the perfect solution for their own children at the touch of a button,” she added.

“What’s On 4 Little Ones? includes information about everything from sports centres and libraries, to local baby massage classes and parent and toddler sessions, so we are sure that there is something to suit everyone.”

## **New Website Promotes Activities for Pre-School Children/...2**

Maria adds, “As well as providing a service to parents, we are also encouraging organisers of pre-school activities in the area to register with us. Once registered, organisers can edit their details at any time meaning that they are in complete control of their listing and can ensure the information it is right up to date.”

“We also recognise that many of the activities listed on the site are run as charities or by volunteer groups and have initiated a sponsorship scheme to provide support to such groups who might be seeking extra funding for special outings or educational or play equipment.”

Organisers can have their activities or classes listed for a nominal charge of less than £1 per month for the first year. Charities receive a listing free of charge.

For further information, please visit [www.whatson4littleones.co.uk](http://www.whatson4littleones.co.uk)

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### Notes to editors:

For further information, please email [info@whatson4littleones.co.uk](mailto:info@whatson4littleones.co.uk)

Sam lives in Bramley and has a 19 month old daughter. Prior to setting up “What’s On 4 Little Ones?”, Sam worked as a Project Manager.

Maria Pedley lives in Merseyside and has a 19 month old son. As well as being a founder member of “What’s On 4 Little Ones?”, Maria also has her own online baby store [www.pedleybaby.co.uk](http://www.pedleybaby.co.uk).