

Breastfeeding Cafe

Connect, facilitate, nurture and empower

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Hello,

Hope all of you had a fantastic start to the new year. There are quite a few things that I want to share with you. Quite a lot of things are happening at the Parents' Nook. We are growing and we will need your help to take it to the next level.

Parents' Nook at Santa Cruz

Our New Year started with two recurring events in the first week of January in Santa Cruz – one in a Cafe and one at a private property. It was our first event where we charged for our services to our customers. This was quite a milestone for us. We were happy to see that it added a little value to our customers. Here is a video from our last event: https://youtu.be/G_EejvHdkW0

Play Experts

We are looking for parents who can be Play Experts in our Nook. After conducting quite a few prototyping events, we wondered whether parents could be given the role of "Play Experts" and be engaged with activities they love. This way, we wish to create employment for parents for a few hours. Moreover, the children get to play near them too. Let me know if this sounds interesting to you. We are conducting events both on weekends and weekdays. If you are interested in this concept or want to be a part of it, please drop us an email.

Host a Nook

We want to make sure that this project adds value to your life. We want to make it a little easier for parents. More events coming up from March onwards. We are also tying up with many more cafes and private spaces for hosting our events. Keep a watch on our website for more details.

We are coming up with the concept of hosting a nook. Nook hosts can be a parent/an educator/cafe owners or anyone interested in meeting parents along with kids aged 0-5 yrs. If you know any parent or any commercial cafe owner who would be interested in hosting a Nook in their private/commercial spaces, please do let us know. The best way to reach us is through email. The only criteria to host a Nook is that at least 5 parents need to attend the event. And, of course, the availability of an open-ended play space (indoors/outdoors). It can be anywhere – in a cafe, at a private property, at someone's home, or any place that complies with our safety standards. Along with the Host there would be Play Experts to take care of the kids playing.

Nook Hosts need to register on our website for a minimal one time registration fee. The perks are unlimited hosting of events for a year and bonus “Me” time hours at a Breastfeeding Cafe of your choice. Apart from that the Host gets to earn the remaining profit sharing the minimal service charge of 10% with the Parents Nook. Of course, being a newly founded company, there are negatives as well, but we understand them and try our best to manage them. We also wanted to make our readers aware that Nook is on demand and we are customizing it based on the needs of our customers. The Nook can be hosted for supporting breastfeeding moms, for parent meetups, for parents who need some “me” time, for a coffee morning, and many other such situations. Apart from the fact that we will keep hosting Nooks at places of our choice like coffee shops/library/openspaces etc. We will be coming up with a form that parents and Hosts need to fill up.

Spotlight

This month we are featuring **Hike It Baby** in our Spotlight section. It's a community driven effort dedicated to connecting families in Nature. I am very much impressed with what this company does. I love what they do. It helped me immensely to go through a difficult stretch of my life and give direction. As we all know Nature is healing and introducing Nature through little hikes to my daughter is an absolutely loved thing for both of us. **Jessica Featherstone** from Hike it baby Shares their story:

“Hike it Baby started in July of 2013, when Founder Shanti Hodges invited a few other new families to join her and her infant son, Mason. What started as a casual hike among friends, quickly grew to a fast-growing group of parents hiking around Portland. Within a year, it spread to other cities and kept growing and growing. It became apparent the desire to get outside was much more than Shanti expected. Through the help of an ever increasing group of hosts and volunteers, Hike it Baby grew from a small group of parents to a large community of families. In 2016, Hike it Baby filed for non-profit status and there are now over 300 branches in the U.S., and across the world.

Today, Hike it Baby is all about community - connecting families to one another and getting them outside. The idea remains simple - use the Hike it Baby website to find or host a hike, get outdoors with your kids, and meet a community of other families who value the outdoors. Hike it Baby is an all-inclusive group that welcomes families of all backgrounds and all fitness levels. And it's not just trail hikes. Everything from urban strolls to toddler crawls to playground meet ups provide families the opportunity to get outdoors and connect with others. To learn more about Hike it Baby or find a branch near you, see www.HikeitBaby.com. There is a \$10 annual fee to join and after that, most hikes and meet ups are free of charge.”

Warm regards,
Tanaya
Founder, Breastfeeding Cafe
<http://breastfeeding.cafe>

