

Baby and toddler activities website grows up with the launch of www.whatson4schoolkids.co.uk

Submitted by: www.whatson4littleones.co.uk

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Two Mums have just launched www.whatson4schoolkids.co.uk sponsored by pioneering food company Whole Earth Foods.

Sam Willoughby is Mum to 4 year old Alice and the winner of Practical Parenting magazine's Business Parent of the Year Award 2007. In 2006 Sam founded the hugely successful and award winning website www.whatson4littleones.co.uk. Zena Scott is Mum to 10 year old Beth and 5 year old Benn and has worked with Sam for 2 years.

Both Mums have gained a lot of pleasure from taking their children to various classes and activities from an early age. They decided that parents like them needed a single website that would tell them everything that was available in their area for Primary School aged children in exactly the same way that www.whatson4littleones.co.uk does for the under 5's.

The children themselves are very much part of the new website with the Kid's Only page run by Zena's daughter, Beth (aged 10), and a forum for both Parents and children to use. Zena involved her children's classmates, teachers, school governors and other parents in the design and planning of the website.

www.whatson4schoolkids.co.uk provides details of classes and activities for children from five to twelve years all in local, themed, easy-to-navigate listings with more activities being added every day. The website is simple, free to use and crucially is kept up to date.

Sam said "We're very excited about our new website and feel it is a natural progression for us and our visitors as their children grow up and they start looking for activities for slightly older children"

The www.whatson4schoolkids.co.uk team is a small network of parents working hard to find all the details of the classes and activities across the UK so that the new website can be as comprehensive as possible.

Whole Earth Foods the site's sponsor is committed to raising standards in the quality of food for families and thereby offering them the best start in life.

Whole Earth is really proud to be sponsoring [whatson4schoolkids](http://www.whatson4schoolkids.co.uk) - helping children to be healthier and more active is a great initiative! Keeping active and eating natural and organic foods is key to living a healthier life and that's what Whole Earth is all about!

Whole Earth began as a little company with some big ideas about offering more natural, healthier food. 40 years on and Whole Earth are still a little company with the same passion and they're still making scrummy, yummy organic and natural food! Today the Whole Earth family includes a delicious range of Peanut Butters, Organic Sparkling Drinks, Honey, Fruit Spreads and even Ketchup.

For further information on this story, interviews with Sam or Zena or images relating to

www.whatson4schoolkids.co.uk please contact Zena Scott on 05602 181440 or info@whatson4schoolkids.co.uk .

Sam Willoughby, Business Parent of the Year 2007, is also available for interview or comment on any parenting matters.

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Notes to Editors:

1. About What's On 4

What's On 4 was founded in March 2006 by Sam Willoughby, a Mum with a young baby who wanted a flexible but rewarding career. Before-baby, Sam delivered key projects within the financial services industry and on-line directories.

Initially Sam launched www.whatson4littleones.co.uk to address a personal need for an up to date and comprehensive directory of activities for children under 5 years. Within 18 months WO4LO (as we quickly started abbreviating the site name to!) became the most comprehensive national on-line directory for activities and classes for babies and young children.

Organix have sponsored WO4LO since it's first year and we are proud to be working with such a wonderful company.

In 2007 WO4LO won 2 awards, the Hantsweb Special Interest Website 2007 and Inspire07 E-business of the Year. And Sam was also named Practical Parenting magazine's Business Parent of the Year 2007.

Also activities, classes, groups and the people that run them are recognised every year in our awards programme. All nominations are online by parents with parents voting on-line alongside our judging panel to decide our winners.

Broadcaster, author and Mum to twins, Alice Beer supported our 2008 awards and told us "There is such a huge choice now of classes and activities for young children - from music to gym to learning Mandarin! I am pleased that these awards are looking at the different groups and praising those who are providing a genuine service, stimulating our little ones and saving their parents!"

We employ a team of Mums across the UK that work flexibly at home in a variety of roles. We're very proud that we can offer employment and careers to these intelligent women in a way where they can still spend all the time they need with their families.

See www.whatson4.com

2. About Whole Earth

The Whole Earth story began in 1967 when Craig Sams and his brother Gregory opened Seed, a pioneering

vegetarian and organic restaurant in Paddington, London.

As demand for this food increased, they created a new company, Whole Earth, to pioneer the production of organic foods with great taste to a wider market.

Whole Earth is a range of organic and natural products including cereals, peanut butter and sparkling drinks.

For more information on Whole Earth, please contact Rick Stephens at Whole Earth

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