

So you can get a degree, but can you look after a baby?



KIDSTART, THE FREE LOYALTY CLUB FOR PARENTS, ANNOUNCES THE LAUNCH OF THE KIDSTART PARENT CHALLENGE, PROBABLY THE MOST UNIQUE TRAINING EXERCISE AN EMPLOYEE HAS FACED!

KidStart's two latest recruits, fresh out of university, thought they had all the skills they needed to thrive at the rapidly growing company but they had not counted on Co-Founder and Managing Director Julian Robson's (tongue in cheek?) idea for helping them understand KidStart members better. They are becoming parents for a week – and will be competing for who does best. Julian comments:

"Unfortunately parenthood does not come with a set of guidelines and we are having a bit of fun with the youngest in the team to see how they cope. We felt it would help them communicate better with our nearly a million members if they appreciated the challenges of looking after a baby themselves"

The two newest members of the KidStart team, James and Jo, will spend an entire week looking after ultra-realistic RealCare babies, supplied by Studica, programmed to cry, wake up and demand attention 24 hours a day, for 5 days.

That's 5 days of being woken up at night, 5 days of feeding and changing and 5 days of constant crying.

James and Jo will have to figure out whether their baby needs feeding, burping, rocking or changing as well how to commute and work each day with their baby on hand. KidStart members will be able to help them out by offering advice and tips via Twitter and Facebook

James, 23, the youngest employee at KidStart, is cautiously enthusiastic about getting his baby christened "Will".

"I'm really not looking to start a family any time soon so when Julian offered me the job I wasn't expecting it to have this string attached but I suspect it will be bit of fun. I expect it to be a lot of work and I am not looking forward to the looks I will get on the tube. I also have a genuine phobia of dolls and waxworks, so I hope my RealCare baby is very realistic!"

24-year-old Jo seems more prepared for her week with baby "Kate":

"I am excited although a bit anxious as everyone expects me to be a better parent than James. I am wondering what my baby will look like, how I will manage to take care of her, and how people I know and do not know will react to seeing me caring for her."

Who will be the best parent? Keep up-to-date and offer parenting tips and advice in real time via twitter feeds, YouTube videos and daily diaries, all of which can be found on the dedicated micro-site at <http://www.kidstart.co.uk/kspc>

ENDS

EDITOR'S NOTES

www.KidStart.co.uk is a loyalty club especially for parents that rewards families with money for their children when they shop at a wide range of retailers and service companies. KidStart is free to join and KidStart Savings are available in the high street at House of Fraser, JoJo Maman Bébé and Goldsmiths and online at nearly 500 retailers. KidStart is not a typical loyalty club. There are no points, no membership cards, no hassle, no catches, and no hidden charges. Just cash, for kids, for free – it's simple

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Links	www.kidstart.co.uk/kspc / www.facebook.com/kidstart / www.kidstart.co.uk
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