

**For Immediate Release  
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## **ChildCares.com is a New Site for Child Care Professionals**

*There are hundreds of sites online for parents to find and learn about child care, but none dedicated solely to child care professionals, until now. ChildCares.com is breaking new ground as the first Web site and social network designed exclusively for child care professionals such as teachers, directors, owners and even cooks. From home based child care to national chains, every member of the child care community will find interesting information.*

**WESTFIELD, IN, USA — June 21, 2008** — Sharon Lasker started as a public school teacher, then moved into child care teaching, management and regional management for privately owned child care centers and several national chains. "As the Internet grew," says Sharon, "I was disappointed that there were no quality sites for child care professionals." When Sharon broached the subject with her husband, Chuck, an Internet entrepreneur, they began a conversation about the new social networking trends and niche marketing that led to the creation of ChildCares.com. "Most child care related sites are either oriented towards parents, or are created by experts in child care who aren't very good at creating Web sites," says Chuck, "We are committed to a high quality online community backed by industry experience."

Visitors are encouraged to chat, discuss topics of importance, cry on each other's shoulder, get advice, get educated, save money, and find items of interest. Currently, the site has a Social Network, shopping area, articles, blogs and a newsletter, all completely free. In the coming months visitors will find classifieds, a job board, product and service reviews, free materials to use in the classroom, instructional videos, contests, games and more, all focused on the unique needs of child care professionals.

### **Founder Backgrounds**

Sharon Lasker is a graduate of Clemson University, with a Bachelor's Degree in Early Childhood Education. She spent the first six years of her career teaching in the public schools of

South Carolina - four years teaching First Grade and two years teaching full-day Kindergarten. This was followed by over fifteen years in the child care industry - both as a Center Director and as a District Manager, for both private child care centers and national chains.

Chuck Lasker is a graduate of Clarkson University, with a Bachelor's Degree in Electrical and Computer Engineering. After six years in engineering, he moved to marketing and management. The past five years Chuck has been an Internet consultant and serial entrepreneur, starting and selling several businesses.

As the company progresses, they will be seeking other child care experts to help make ChildCares.com the premier site for child care professionals to learn, shop and connect..

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**For more information, press only:**

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**For more information, logos and graphics:**

<http://www.childcares.com/Press-Area.html>