



## **Silks Farm Nursery School invests in the web.**

Somersham based Silks Farm Nursery School has linked up with the childcare support company Parenta Ltd, to create [www.silksfarm.co.uk](http://www.silksfarm.co.uk), a comprehensive information resource focusing on health, parenting and community matters – all designed to make life easier for busy parents.

The website, developed for Silks Farm Nursery School and designed for all parents, not just those with children at their nursery, is packed with useful information on a wide variety of child related issues, as well as tips and advice and even the latest national news.

Nigel Swaby, Director of Silks Farm Nursery School said, 'With parents leading increasingly busy lives we needed a convenient, easy way to keep them in daily contact with what's happening at the Nursery. The new website not only makes this possible, but also enables parents to tap into an excellent source of useful and practical information'.

Health issues are addressed on [www.silksfarm.co.uk](http://www.silksfarm.co.uk) and it includes important information such as immunisation, safety, and caring for a sick child. In addition, parents are also able to send questions via this website to the renowned Dr Sarah Brewer. She is an award winning health writer, whose experience as a GP and in hospital medicine, paediatrics and child development, has led to the publication of over 25 books on health and child-related topics. Her latest book – A Child's World – accompanied a Channel 4 television series on how children's minds develop.

The website is updated regularly, and enables parents to check on day-to-day information such as upcoming events or topics that children are studying. The secure password protected art gallery enables proud parents to e-mail their child's work to friends and relatives.

An ideas section provides parents with a valuable source of quick and simple activities to keep their little ones entertained, and is available to any parent.

Nick Williams, Sales and Marketing Director of Parenta Ltd, said 'Silks Farm Nursery School is one of the first in East Anglia to provide this service, which clearly demonstrates the management's commitment to looking after their customers and embracing the latest technology'.

For further information please contact:

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Received press coverage in the following publications:

21<sup>st</sup> July '05 – Cambridge Evening News

28<sup>th</sup> July '05 – St. Ives Weekly News