

Draft blurbs to use about Vroom

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In April 2015 the NYC Childcare Cabinet launched #ItTalk to Your Baby campaign to promote language acquisition, parent-child attachment, and healthy brain development among 0-3 year olds. In March 2019, the Cabinet launched a new city-wide parent engagement campaign also focused on 0-3 year olds, in partnership with Vroom. Today, with participation with the Cabinet, multiple NYC City agencies are training their staff to become #ItBrain-Builders while leveraging Vroom's resources.

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From Vroom:

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Share the love of Vroom. Share the love of Vroom.

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Vroom celebrates the powerful traits that unite all parents: a sense of pride and resourcefulness to provide the best start in life for their children.

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Vroom empowers parents and caregivers to play a proactive role in their children's early brain development by turning shared, everyday moments into Brain Building Moments.

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Vroom Tips are available through our iOS, Android, and web apps, our Vroom by Text SMS service, location-based environmental prompts like decals and stickers, as well as handouts and other printable materials. We Vroom supports on-the-ground partners with a variety of in-the-moment Vroom integrations that intercept parents in their daily journey through product packaging integration with partners like Goya Foods, media partnerships with Univision and Fred Rogers Productions, and partnerships with organizations like the Brooklyn Public Library, the Children's Museum of Manhattan, the NYC Childcare Cabinet, and healthcare partners across the city. Vroom is always free, does not include advertising, and never charges a premium for added services. Vroom does not collect personal data beyond what is needed to support parents and on-the-ground partners in brain-building.

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Add this for full length

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By taking early brain science out of the lab and putting it in the hands of caregivers, Vroom empowers parents to see what they are already doing to support their children's brain development, and encourages more of it. Boosting children's learning doesn't require more time, money, or stuff. It is about making little changes in how we use our time with our children to have a big impact on their growing brains. Vroom does more than just offer caregivers tips that are fun, easy, and promote bonding - it explains the science behind every activity so caregivers can see how it can make a big difference in their children's lives.

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