



# Lightbridge Academy Provides Unrivaled Solution for Working Parents

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Lightbridge Academy

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There's more stress being placed on parents than ever before. And with the rise of dual income families, parents are left to figure out how best to care for their children while they're busy at work. That's where [Lightbridge Academy](#) comes in—the leading child care franchise is *The Solution for Working Parents*™.

Lightbridge Academy goes above and beyond to ensure that parents can be at ease whenever their child is being cared for at one of the brand's centers. Backed by its *Circle of Care* philosophy, which takes the needs of parents, staff members and franchise owners into consideration in order to create a supportive and safe education environment for every child that walks through its doors, the brand is on the cutting edge of the increasingly important—and in demand—child care industry.

"Each and every member of our *Circle of Care* philosophy plays an equally important role in creating a healthy, rich and nurturing environment for children. We believe it's our job to consider the needs of everyone in a child's life—it's who we are," said Brenda Febbo, Lightbridge Academy's chief marketing officer. "When parents are stressed, it has an effect on their children. We tailor our programs and services to remove as much of that stress as possible and make their lives easier."

One of those services is Lightbridge Academy's ParentView® Internet Monitoring System. Every one of the brand's classrooms is equipped with two cameras so that parents can log on and watch a live stream of

their children to check in on their progress throughout the day. [Lightbridge Academy](#) also offers a parent eCommunication app that keeps parents in constant contact with their child's caregivers. Teachers send parents daily pictures, videos, progress reports and other updates to further strengthen the communication between busy families and the Lightbridge Academy center.

In addition to those innovative and high tech services, the brand seeks locations for their child care centers that are easily accessible for working parents. Most Lightbridge Academy centers are located near public transportation and major roads or highways for commuting parents. The brand's locations also offer extended hours so parents don't worry about rushing to pick up their child if they are stuck in a meeting or experience unexpected travel delay.

"Parents shouldn't feel stressed about picking up their child after a long day at work. That's the kind of unnecessary stress that can negatively affect the entire family for the rest of the evening," said Febbo. "By having longer hours, parents can focus on their work, travel safely to the center and not arrive to the center in a panic."

The need for Lightbridge Academy's services is only going to grow—in today's economic climate, two parents from every family will continue to join the workforce. Research shows that millennials prefer situations where they're offered more support.

"For dual income working families—which are the norm these days—there are a lot of factors at play that go into providing the best possible care and education for their children. It's like one big puzzle," said Sara Stozki, marketing associate for Lightbridge Academy. "Everything we offer at Lightbridge Academy is designed to help all of those puzzle pieces fit perfectly into place in order to create *The Solution for Working Parents*™."