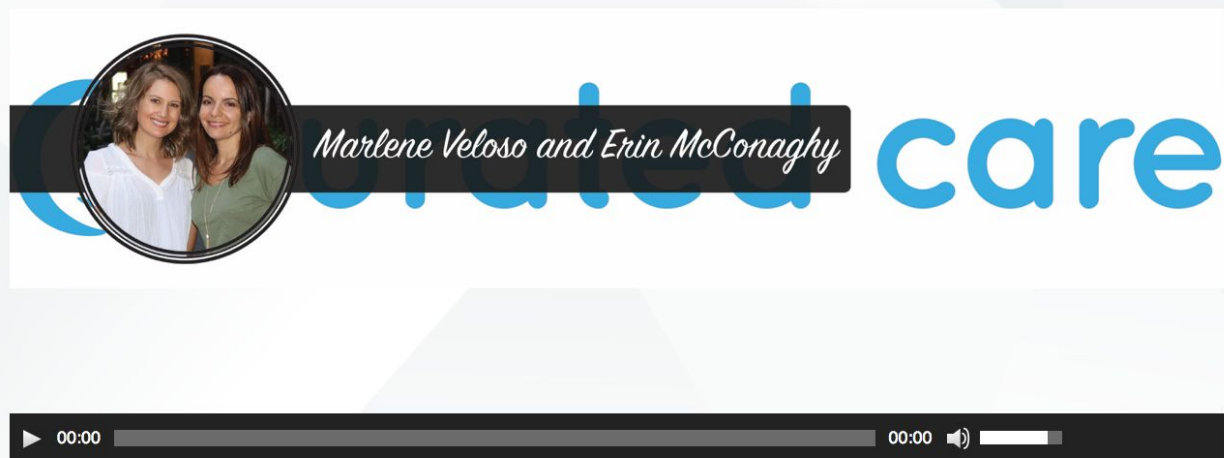




WOMAN

## MARLENE VELOSO AND ERIN MCCONAGHY: SHE'S CURATING KID CARE



October 11, 2017

### **WOMEN TO WATCH: Marlene Veloso and Erin McConaghy, Co-founders of Curated Care**

Whether you're still a few years from being in the family way or are radiant with the glow that comes only with having a bun in the oven, today's Women to Watch will inspire you to think a little differently about child-rearing. Marlene Veloso and Erin McConaghy are the co-founders of [Curated Care](#), a first-of-its-kind online marketplace that connects families with kid experts for activity-based child care in the home.

Here's how it works: Moms search the Curated Care website for activities they'd like their kids to learn, from science, to sports, art, theater, language and so on. Then the site connects parents with vetted professional babysitters, teachers, language instructors, artists, musicians, tutors and the like, who engage kids with enriching activities, all in your home on your schedule. From crafty [color expressionists](#) to [science-experiment-focused jugglers](#) to [Broadway actresses](#), the possibilities for refining your child's activities are practically limitless.

The idea for this smart biz came about when Marlene was searching for a babysitter who could do more than pop in a Disney movie and crash on the couch with her smartphone. She wanted someone who could enrich her daughter's life, a conviction that, as an artist, teacher and [children's-literacy expert](#), Marlene knew was paramount to a well-rounded upbringing. She turned to her daughter's teacher, Erin, an early childhood expert, Montessori teacher, theater wiz and mom, who knew there was value in exposing kids to creative opportunities. So, the two created Curated

Care, to smashing success. Currently available in the Northeast, Curated Care is expanding nationwide, with Marlene and Erin offering up tons of background-checked kid experts to bring some talented inspiration to kids, whether it's for a babysitting gig, during an after-school pickup, on the weekend or on parents' date night. It's all about providing next-level, in-home education and care for the most important little ones in our lives.

Marlene and Erin are passionate about giving children a chance to explore, learn and have a whole lot of good, old-fashioned fun. You know, the best kids' stuff!

### **QUITE THE QUOTE**

Marlene Veloso and Erin McConaghy would surely agree with author and educator Charles Swindoll, who said:

*"Each day of our lives, we make deposits in the memory banks of our children."*

This is Melinda Garvey signing off until next time. Remember, ladies, **empowered women empower other women**. Share On the Dot so more women can have a voice. Thanks for getting ready with us.

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