



Today's Child Communications, Inc. • 1133 Broadway Suite 901, New York, NY 10010

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[www.Todays-Child.com](http://www.Todays-Child.com)



### Corporate Purpose Statement

Today's Child Communications (TCC), is a health communications and marketing firm, specializing in reaching and serving African-American families. Today's Child Communications services and products enhance individual parenting skills, health seeking behaviors, education, and access to resources. TCC works with companies and community-based organizations to enhance their outreach to African American families, increase their market share, visibility, and program/product delivery capacity.

### The #1 National Parenting Magazine

Today's Child Magazine the corporation's flagship product, is a quarterly must-read for parents raising children from infancy to age 17. The number one parenting magazine, serving black families, Today's Child supports parents by offering them crucial information and advice during one of the most rewarding and challenging times of their lives: parenthood. Intelligent, contemporary, upbeat and beautifully packaged, Today's Child is the nation's premiere, parenting and child health magazine. Each issue offers authoritative, well researched and compelling articles by top-notch writers and experts that address its audience's questions, needs and lifestyles.

Each issue contains articles on – infant and child health and development, parenting strategies, pregnancy, adolescent development, economic empowerment, family life/lifestyles (living well), education, travel, and fashion. Across the nation organizations are using Today's Child magazine as a parenting education tool and resource for families. Discounts are available to organizations requesting bulk subscriptions and single issues.

# Invests In Families and Communities

Today's Child Communications offers the following services and products:

**Publishing the #1 National Parenting and Child Health Magazine** Dedicated to Black Families – *Today's Child Magazine.*

Providing Health Marketing and Program/Product **Development Services.**

Hosting **National Parent and Provider Enrichment Conferences, Health Forums and Seminars.**

Spearheading the **Efforts of the National Black Family Promotions Coalition.**

## Today's Child National Parent and Provider Enrichment Conferences, Health Forums and Parenting Seminars

Convenes parents, community leaders, providers, the public and private sector together to dialogue about improving health, education, wealth building, and access to technology for families.

Annually, TCC, in collaboration with organizations, civic groups, associations and corporations host a national parent and provider enrichment conference, health forums and parenting seminars. Focusing on five primary areas: Parenting; Health and Wellness; Education; Wealth Building; and Technology. Today's Child Communications' national and regional forums offer parents, providers, and community leaders the opportunity to dialogue and think strategically about the issues facing families and children. Today's Child Communications works with its National Black Family Promotions Coalition members and co-sponsors to design and implement these unprecedented forums.

Register today for conferences, health forums and seminars: go to [www.todays-child.com](http://www.todays-child.com)



Helps Parents Raise Healthy Children and Families



**Helps Companies Market Products and Services**

### **Today's Child Communications' Marketing and Development Services**

**Helps Companies and organizations Enhance their Market Share and Visibility**

Today's Child Communications' marketing, promotions, and development services are designed to maximize market share, product/program impact, resources, and visibility of companies and organizations whose mission is to provide services and products to families. Today's Child Communications works with organizations to improve the delivery and quality of their services; enhance the company's ability to reach out to and engage their target audiences; increase community exposure; and attract and maintain the critical collaboration, attention, and/or support of other professionals, policy-makers, funders, volunteers and the general public.

### **Services to Non-Profits**

TCC also provides program development, marketing and grant writing services to non-profit and charitable organizations dedicated to serving families and the community at large. A partial list of clients served:

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|---|---|
| Tugaloo College                         | National March of Dimes                       |
| Family Ties, Inc.                       | Northern Coalition of Brooklyn                |
| Columbia University                     | Northern Manhattan Perinatal Partnership Inc. |
| Center for Black Women's Wellness, Inc. | New York City Department of Health            |
| Neighborhood Centers, Inc.              | United Jewish Organizations of Williamsburg   |
| Economic Opportunities Commission, Inc. | Community Foundation for Greater New Haven    |

### **The National Black Family Promotions Coalition**

**Improves Parenting and Family Wellness through Collaboration**

The National Black Family Promotion Coalition (NBFC), spearheaded by Today's Child Communications in 2000, is a membership advisory group with national and regional affiliates, dedicated to addressing family well being and quality of life issues. The Coalition works on groundbreaking initiatives to uncover the causes of disparities in health outcomes among African-Americans by reaching out and engaging black families in the dialogue and research regarding this and other lifestyle issues. Today's Child Communications works with members of the Coalition who are leaders in the areas of health, social and civic justice, such as the National Medical Association and National Urban League to influence public opinion and policy.

For our National Black Family Promotions Coalition list of members, or if you wish to become a member go to [www.todays-child.com](http://www.todays-child.com)