



# Content Assets

## PR & Blog Example

FOR IMMEDIATE RELEASE  
GENkids US  
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### **SUSTAINABLE PARENTING JUST GOT 10X EASIER WITH THIS NEW APP** *First Kids Sustainable Geo-Locational Places and Activities App Now Available*

PHOENIX, Ariz., Nov. 4, 2022 – GENkids US is the first geo-locational, sustainable kid-friendly places search app and it has officially launched to the Apple Store and Google Play. Free for users, the app is designed for parents (with small children) to be able to find locations, museums, restaurants, activities, childcare, retail, events and more near them that are generally geared for ages 0-5 and considered “green”, “sustainable”, “eco-friendly”, “eco conscious” and the like.

The app utilizes standards of sustainability practices from third-party organizations that vet, designate or certify businesses based on their levels of sustainability or sustainable practices. As the concern for climate change is growing, the demand for actions and implementation of sustainability practices is being felt in all types of organizations. GENkids US sets out to make it easier for parents to find these locations, events and more, not only support those organizations making an impact, but to make sustainability a mindful practice for the next generation of kids.

The best part? The app allows users to add content and it comes with a community. Do you have a favorite local organic restaurant with an all-star kids’ menu? Cool! You can submit for recommendation easily within the app. You can also rate and review GENkids places, events and more, and share images and your experience to help other users find more eco-friendly things to do with their kids. can also set up or join meet up groups to meet your new likeminded best friends.

GENkids seeks to help raise a generation of mindful children that will make conserving and restoring our earth a priority. For sustainable parenting tips, location highlights and more, follow @GENkidsUS on Facebook, Instagram, TikTok and YouTube. For more information about GENkids, check out our site: [www.genkids.us](http://www.genkids.us) and download the app Apple store for iOS or Google Play for Android.

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Related Links: [www.genkids.us](http://www.genkids.us)

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