



Oklahoma Child Care
RESOURCE & REFERRAL ASSOCIATION, INC.

FOR RELEASE

Searching for Child Care Just Got Easier: Child Care Finder Smart Phone App for iPhones and Androids.

Contact: Paula Koos, Executive Director, OCCRRA
(405) 942-5001 OR pkoos@oklahomachildcare.org

August 2013

In May of 2013, the Oklahoma Child Care Resource & Referral Association (OCCRRA) in partnership with the Child Care Council of Kentucky and Child Care Aware of America began the distribution of its acclaimed Child Care Finder app for both Android and iPhone. The Oklahoma Child Care Resource & Referral Agency is the first state to offer the newly redesigned and updated child care search app throughout the entire state.

Among other things, the app allows parents to search for quality child care and access local resources. In 2011, the Kids Matter® app was initially launched within the state of Kentucky and Oklahoma is the first state to launch the app statewide.

With the vision of The Child Care Council of Kentucky's initial app, Oklahoma has had the unique opportunity to purchase the app for its own market and make child care information and resources available to families in their communities through Android and iPhone.

“Parents are looking for information that is easily accessible, preferably in the palms of their hands,” said Bradley Stevenson, Executive Director of the Child Care Council of Kentucky. “Research shows that more people will be accessing the web from their phones than from PCs by 2014, so this app release is right in step with that trend. We’re very excited to provide it.”

The Child Care Finder app allows users to search local child care facilities based on various criteria (i.e. city, zip code, quality rating, age of child). The app also includes a checklist of questions, touching on health and safety issues, learning environments, parent/family policies, staff training, and administration allowing families to make informed inquiries prior to making a decision about a facility, plus links to other local and

national resources, an “Ask The Expert” feature, and information on area provider types and much more.

To download the Child Care Finder Application for Smart Phones go to <https://itunes.apple.com/us/app/child-care-finder/id593098543?mt=8> OR <https://play.google.com/store/apps/details?id=com.trifectaky.kidsmatter>

“Oklahoma has always led the nation in our child care system and benefits we offer families with young children. We are pleased to continue this trend among the states. Young families are already using Smart Phones as the primary way they communicate and access information so the opportunity of this application was a perfect marriage,” says Paula K. Koos, Executive Director of the Oklahoma Child Care Resource & Referral Association.

ABOUT THE OKLAHOMA CHILD CARE RESOURCE & REFERRAL ASSOCIATION:
The Oklahoma Child Care Resource & Referral Association, Inc., is a private, not-for-profit organization that coordinates the statewide network of community-based child care resource and referral agencies. The Association serves families in their search for appropriate care; assists child care providers in their efforts to establish and operate licensed facilities with qualified staff; and advises employers about cost-efficient ways to help employees with their child care needs.

Founded in 1999, the Association receives funding from the Department of Human Services, Oklahoma Child Care Services. For more information, call 888-962-2772 or visit the website at www.oklahomachildcare.org.