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Local mothers create new platform to review children's programs

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Staff Writer

Two local mothers, Alex Skove of Rumson and Cathy Goldin of Fair Haven, have created a new platform that reviews programs for children.

They know firsthand that parents invest many hours researching and interviewing prospective candidates for a variety of programs for their children, so they worked together to find an easier and faster way.

The free platform, KidGooRoo, provides parents with reviews that include current feedback on different extracurricular activities, such as sports, leisure, classes and the arts. The ratings and reviews are written by local parents and benefit the community with candid, helpful feedback of programs based on experience.

“KidGooRoo’s platform is designed for parents to help other parents by sharing valuable information about their own experiences. As parents ourselves, we recognize the incredible community that comes from a collaborative sharing of information,” explained Skove, KidGooRoo co-founder.

“There is nothing more universal than a parent’s desire to do the best for our kids,” added Goldin. “However, all kids are unique, so we’ve created an environment in which parents can find the information to make the best choice for their unique child.”

“We wouldn’t book a vacation, see a movie or try a new restaurant without combing the reviews,” said Skove. “Why would we entrust our children with a coach or instructor for hours each week without the same level of confidence?”

The two mothers, determined to provide a better way for local parents to recommend good extracurricular and enrichment programs for children, created www.KidGooRoo.com with a third partner, Alden Miles, who was working in California.

www.KidGooRoo.com is a free, user-friendly database consisting of over 2,500 programs in New Jersey that encompass everything from sports leagues to dance lessons and academic programs. The site provides direct links to candid reviews of businesses to help find the best-suited programs for children.

Reviewers may choose to remain anonymous and agree to accept terms before posting. Local businesses may also register themselves to provide details of their programs. Skove remarked that the feedback thus far has been overwhelmingly positive. These reviews also give small businesses a platform that can help grow their opportunities. In addition, they have the opportunity to respond to each review should they desire.

In addition, to further build the KidGooRoo review base while giving back to their community’s schools, the founders have initiated an outreach program whereby \$1 is donated for every review written on behalf of a school organization.

“The school fundraisers really speak to what we believe,” said Goldin, who is coordinating the outreach program. “Parents help each other by writing reviews, and we are able to give back to the parents and the kids by donating to area schools.”

School groups interested in participating may contact Goldin at cathygoldin@KidGooRoo.com.

The benefits of extracurricular programs to a child are tremendous, according to Skove.

“The statistics about the benefits of these after-school activities are clear: Kids who participate have higher GPAs, better SATs and lower absenteeism. The question isn’t whether your kid should participate in activities, but which one would be the most beneficial.”

For more information, visit www.KidGooRoo.com.