

MEDIA RELEASE

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BUSY FAMILIES GET CLEVER WITH SCHOOLWISE ORGANISER

EVERY parent knows the mountain of paperwork that comes with having kids. There's party invites and school newsletters, forms from sports clubs and bills for music lessons. Now two mums are helping busy families manage the mayhem with new ***Schoolwise Family Organisers***.

Friends Juanita Stroh and Sharon Young devised the stylish but practical organisers to keep track of bustling family schedules and the constant stream of notes, invites and papers being ferried home by their children.

"My kids would dump everything on the kitchen table and my answer was to just stick it on the fridge, alongside my own sticky notes about dental appointments, play dates, footy practice and family outings. In the end I couldn't find anything," Sharon says.

The friends made a prototype organiser and tested it on a dozen different families to perfect it. The end result is a family-friendly organiser that's easy to use and puts an end to lost paperwork, missed appointments and messy paper piles cluttering up the kitchen bench or obscuring the fridge.

The folders are designed so that all family information – from school schedules and after-school activities to appliance warranty lists and unpaid bills - can be kept in the one place. Each folder is split into five sections – Calendar, School, Activities, Phone Lists and Personal – with the dividers doubling as storage pockets for must-keep paperwork.

"My husband and eldest child are learning that if they're looking for something, they'll find it in the folder. Avoiding the last-minute scramble for misplaced paperwork, such as invitations and school permission slips, has made for a calmer household," Juanita says.

Ready-made forms make it easy to get organised and stay organised, with space to list daily activities and events as well as to record important school, pre-school and childcare centre information. An emergency page also shows every family member who to call in a crisis. There are even instruction forms to guide babysitters and to keep track of home repairs that need doing.

The convenient loose-leaf format also lets families customise their organiser to suit their own circumstances by adding or removing pages. New forms are always being designed and will be available for free download from the website. Calendar and other refills are also available to buy.

The Schoolwise Family Organiser (RRP \$39.95 plus \$8.95 postage and handling) can be ordered online from www.schoolwise.com.au or by calling 1300 786 484.

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