

😎 Sun's out and...

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Marketing is hot! 😎

Check out these marketing successes from around the US, and don't forget to wear your sunscreen.

😎 Voted Most Pop-ular



Amanda Connolly, a Georgia community counselor, moved to the top of the class after hosting an APIA table at local school, Athens Academy. Between the bubble machine, kid-focused activities and Naira, an au pair volunteer, this table was poppin'. Amanda even gained an interested host family from this event. A+ work Amanda!

😎 Flower Power



Recently, California CC, Jennifer Brewer hosted a Mother's Day craft table in French Valley, a local community packed with young families. Participants could decorate a vase to gift to a mom in their life. In addition, Jennifer passed out lots of APIA frisbees and beach balls that were immediately put into play on a large, grassy field nearby. By the end of the event, Jennifer had collected several leads. Well done!

😎 Snack-tacular



Natalie Skidmore, one of our DC community counselors made a sweet (and savory!) auction basket for the Ludlow Taylor Auction, benefiting a local elementary school. She put together a basket full of delicious international foods. International snacks + cultural exchange = a delicious pairing. *Thanks to everyone who took advantage of our spring auction basket boost! Basket budget will return to \$25 starting June 1, but stay tuned for more auction action.*

😁 WORKing it!



With apologies to Tim Gunn, our Seattle-area community counselors are *making it work!* Jodi, Makena, Samantha, Kim, and Mireia recently hosted a table and passed out APIA swag on Microsoft's campus. Kim shares, "our Team did a wonderful job and talked to a whole bunch of parents." *Working parents love APIA! Have a large employer in your area? Reach out to Robin for more info on our corporate partner and discount programs.*

😁 Derby Delight



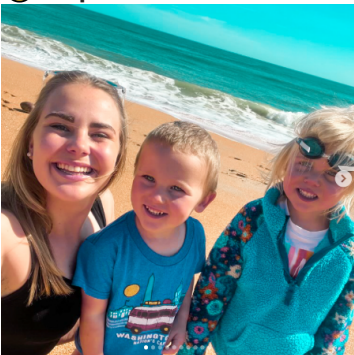
In Kansas City, CC Amanda Wagner attended Hope Kid's 3rd Annual Kentucky Derby party, where Au Pair In America was a "Run for the Roses" sponsor. Amanda donned a hat and gloves, but she wasn't *horsing* around - she connected with local community members in attendance and shared program info and the many benefits of hosting an au pair.

😄 Princess for a Day



Community Counselor Stephanie Carper hosted a Princess and Superheroes playdate in West Virginia. She reports "APIA crowns were a hit. I was very happy to be able to talk about the program to families and I got several good leads. I even talked to a host family with a different agency and told them to consider us for their next match." All hail Queen Stephanie and her magnificent marketing!

😄 Capture that Content!



We're looking for adorable photos of kids with their au pairs, and YOU can help! Keep it easy, during your next monthly reach out, simply ask your host families to share recent snapshots. Request your host family sign our simple, electronic [media consent](#) form and forward that photo to RLeon@aupairinamerica.com. Don't forget to include AP first name, AP home country, state where HF lives, and HF last name (we won't publish HF names). Community counselors receive \$25 for each photo + signed waiver. You might just see a familiar face on the APIA socials!

Enjoy these warmer months, keep up that community engagement, and as always...stay cool 😄

-R

Robin Leon (she, her, hers)

Au Pair in America

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🏆 Named [Best Overall Au Pair Program 2021, 2022, and 2023](#) by Verywell Family® 🏆