



## **Why Should the Boss Pay for College? Bright Horizons to Host *The New Learning Curve* Webinar**

[WATERTOWN, Mass., October 21, 2011] **Bright Horizons Family Solutions®**, the world's leading provider of employer-sponsored child care, early education, back-up care, and work/life solutions, will be hosting a webinar for employers who want to learn how to effectively and efficiently grow and develop their talent pool by supporting the continuing education of their employees and their employees' families. The webinar will take place on October 25, at 1:00 p.m. EST.

The webinar, entitled "The New Learning Curve" will feature two business leaders from Sprint and AstraZeneca who will explain their success:

- ***Nathan Hays, Benefits Manager at Sprint***, will discuss how Tuition Advisory Services, a division of Bright Horizons, has helped decrease tuition reimbursement costs and turned Sprint's tuition reimbursement program into a lean, high-performing business strategy.
- ***Andrea Moselle, Senior Manager Work/Life at AstraZeneca***, will explain how College Coach, a division of Bright Horizons, has allowed employees to reduce stress, save time and remain focused at work while undertaking the complex college admissions and financing process for their employees' children.

"Today, roughly 90 percent of employers offer a tuition reimbursement program, but most are not using it to its full potential. By effectively managing these programs, employers and employees can save between 15 and 20 percent off a degree plan," said Stephen Kramer, President of Tuition Advisory Services.

"Choosing a college is not only a highly emotional decision, but it is also one of the largest financial decisions a family will make, outside of purchasing a home. Making the 'right' choice takes time, focus and research. Our services strive to eliminate the stress and streamline the process for working families," said Patrick Donovan, General Manager of College Coach.

To participate in "The New Learning Curve" webinar or to learn more about Bright Horizons workplace solutions for employers, please go to [www.brighthorizons.com/employersolutions](http://www.brighthorizons.com/employersolutions).

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## **About Bright Horizons Family Solutions**

Bright Horizons Family Solutions® ([www.brighthouse.com](http://www.brighthouse.com)) is the world's leading provider of employer-sponsored child care, early education, and work/life solutions. Bright Horizons® serves more than 800 employer clients across the U.S., Europe, and Canada, with programs including child care and early education, back-up care, elder care, college counseling, and work/life consulting. The company operates more than 700 child care and early education centers. Bright Horizons was recently named for the 12<sup>th</sup> time as one of FORTUNE magazine's "100 Best Companies to Work for in America."