

For Immediate Release

August 10, 2020

**HIRE AND FIRE YOUR KIDS Announces Free Availability of Mobile App**

Whitby, Ontario — Aug 10, 2020 — HIRE AND FIRE YOUR KIDS announces immediate availability of their free mobile app, enabling customers to now download with no upfront cost while still maintaining the app’s existing full functionality with no ads, no fees, or in app purchases.

“With more families being stuck at home together, and with all the uncertainty during the corona virus pandemic, we felt it was important to make our product affordable for all families. We eventually decided to keep it free indefinitely in order to impact even more families with our unique behavior and chore solution.” said Jody Swain, Founder at HIRE AND FIRE YOUR KIDS.

POSITIVE CUSTOMER IMPACT

Many customers have already benefited from deploying the HIRE AND FIRE YOUR KIDS mobile app. Dina, a family user, recently said "I started using HFK after I got tired of chasing my kids to do chores, and they often argued about who’s chore it is. With the app, they sign up for the chores THEY want to do, so they’re more likely to stick to them and there’s no question as to who’s job it is. Also, sending warnings and penalties through the app saves me from yelling them out. We noticed an improvement in how our household runs because everyone has clear responsibilities. The monetary reward is a great incentive as well.”

Dr. Kortney Peagram, Ph.D. Owner/President of Bulldog Solution Inc. & Peagram Consulting, said “As a Psychologist and a Bully Teacher, I think this app is really important to have for every parent. It really drills down the importance of responsibility, accountability, and teaching our children about expectations. It builds character and promotes strong work ethics. It helps build problem solving and organizational skills. With the advance in technology, this app is easy to use and helps parents track progress. We highly recommend it in every home.”

THE HIRE AND FIRE YOUR KIDS MOBILE APP AVAILABILITY

The now free HIRE AND FIRE YOUR KIDS mobile app is available immediately and its latest release includes a significant update driven by valued customer feedback and is part of the company’s commitment to deliver the best user experience with its all-in-one affordable family solution. The HIRE AND FIRE YOUR KIDS mobile app is available for immediate free download on iOS and Android devices at www.hireandfireyourkids.com.

ABOUT

Founded in 2018 by Jody Swain, a Canadian mom of a blended family who was stressed out and fed up with having to clean up after her kids and battle behaviours. She created a household game of ‘hire and fire’ that mimicked her work experience of successfully managing employees for over 18 years. When Jody saw the success that her system had in her own home, as well as the homes of her family and friends, she began the mission of building an app version to share the success with families around the world.

With four investment offers from the hit TV series Dragons’ Den and reaching #1 in the Lifestyle section of the app store, the HIRE AND FIRE YOUR KIDS app is the future of parenting in a digital age. Unlike other chore apps, it encourages children to be proactive about achieving their goals, versus being told what to do. Parents post jobs around the house and kids learn to take initiative by applying and completing those jobs to earn cash allowance or rewards. Family expectations or rules are set and kids learn that their behaviours have consequences, including being fired from extra bonuses. The app is a fun way to step into the digital age to help recognize kids, teach them about hard work and accountability, learn financial literacy and other valuable life skills that prepare them for the real world. All while simultaneously giving parents a more peaceful and tidy home.

FOR MORE INFORMATION:

Jody Swain

Jody is available for contact directly to answer questions about the app, or to provide more insight into how Hire and Fire your Kids can help families.

905-665-0922 / 647-323-9163

jody@hireandfireyourkids.com

www.hireandfireyourkids.com