

At ParentMap, it's our business to build an inclusive community that informs, engages and inspires Puget Sound parents and families – while having plenty of fun, too!

Be the community for the community

- Build an inclusive parenting community
- Embrace diversity
- Nurture empathy
- Find the fun!

Educate others and ourselves

- Commit to lifelong learning
- Connect our readers with the parenting resources they need
- Amplify the wisdom of others, and share our wisdom
- Always raise the bar

Be authentic

- Act with integrity
- Establish trust through credibility
- Inspire and serve
- Own our mistakes

Focus on the future

- Go forward with intention
- Seek inspiration from readers and partners
- Get messy! Innovation is rarely tidy
- Never settle for the status quo