



Press Release | 5.10.2019

On Friday May, 10, 2019 IdeaGen was represented at the Massachusetts Parent Teachers Association Hearing at the Massachusetts State House. A variety of Bills being supported were heard on the docket and Nasrene M. Pimental, CEO of IdeaGen was there to listen and hand out Corporate Packages about iYouth Profiles (the groundbreaking children's application she designed years ago) and make her case to be heard at a future meeting. Bills supported by the PTA include a mandate for elementary school children's recess, school-based care, training of school officers and more.

Nasrene shook many hands and met with Maryalice Foisy (President) and Susan Bagosian (Advocacy Chair), key leaders of the Massachusetts PTA, to explain iYouth Profiles at a high level and direct them to the website to learn more about the initiative (the link to the commercial is on the website home page). The PTA will reconvene in June, and after Nasrene will discuss next steps and will see if they can support a demo of the product in the near future. The main theme for IdeaGen is funding, and the need to get funding to move forward and fully develop the application. Our hope is that through the Massachusetts PTA, we can find organizations who can help with funding our mission to provide quality technology for the development of children. Nasrene continues to push forward, breaking glass ceilings as she rises.