

# **Mumzcareplus Launched As A Trilingual Information Portal**

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The Mumzcareplus trilingual information site was launched as the first ever credible source to obtain information on a wide range of topics in relation to parenting, pregnancy, motherhood and children. The information could be accessed in English, Sinhala and Tamil languages.

The prime objective of offering a knowledge bank in all three languages is to provide the ultimate reader-friendly experience for any parent and parent-to-be, with the comfort in the choice of language.

“Each language constitutes a different community within our society. Each of these communities face common as well as different issues in parenting. Therefore, we at Mumzcare, decided to have separate editions to engage each community through a more relevant approach,” stated Chirantha Wijayatilake, one of the founding partners of Mumzcare, who initiated the establishment of the website.

Created with the user experience firmly in mind, Mumzcareplus has been designed utilising the latest technology, so that the site is compatible with today’s browsers

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and mobile devices. In addition, parents and parents-to-be have the privilege to benefit from richer online content that is easy to read and share with others.