



## FOR IMMEDIATE RELEASE

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### **Pittsburgh-Based NurturePA Announces Statewide Expansion of Nonprofit Mom-to-Mom Texting Support Service; Launches "Wisdom on a Mother Level" Campaign to Collect Parenting Wisdom Across Pennsylvania**

**PITTSBURGH, PA — April 8, 2026** — NurturePA, a Pittsburgh-based nonprofit dedicated to supporting mothers through peer-to-peer connection, announced today the statewide expansion of its mom-to-mom texting support service, bringing free, real-time, judgment-free parenting support to mothers in all corners of Pennsylvania. Alongside this milestone and just ahead of Mother's Day 2026, the organization is launching its "Wisdom on a Mother Level" campaign—a statewide initiative to collect and celebrate the everyday parenting insights, hard-won lessons, decades of experience, and heartfelt encouragement that moms across the Commonwealth have to share.

Previously available in Allegheny County and nearby communities since 2014, NurturePA's free texting service connects mothers with trained volunteer peers who have been through the early years of parenting: people uniquely positioned to offer encouragement, resources, and a listening ear, whenever and wherever it's needed most. The statewide expansion means any mom in Pennsylvania can now sign up at <https://www.nurturepa.org/signup> to be matched via text with a fellow mom who understands. The organization is also now seeking volunteer moms from across the state.

The "Wisdom on a Mother Level" campaign invites mothers—and anyone raised by a great mother figure—from Philadelphia to Pittsburgh, Erie to Allentown, and everywhere in between to submit their favorite piece of parenting wisdom—whether it's a tip passed down through generations or something learned in the trenches of toddlerhood. Submissions can be made at <https://www.nurturepa.org/wisdom>. Selected wisdom will be featured across NurturePA's platforms and compiled into a shareable statewide collection.

"Parenting is a wild journey, and each parent's experience is unique. Every mother deserves support, no matter her zip code or life experience," said Susan Crookston, Executive Director of NurturePA. "Expanding across Pennsylvania is a huge step toward making sure no mom feels alone—and the 'Wisdom on a Mother Level' campaign is our way of honoring and highlighting the incredible knowledge that already exists within our communities."

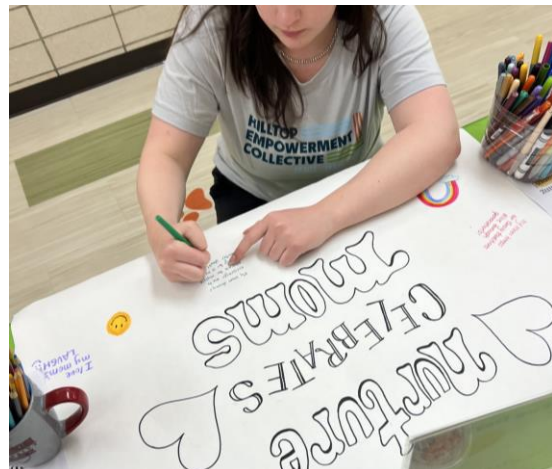
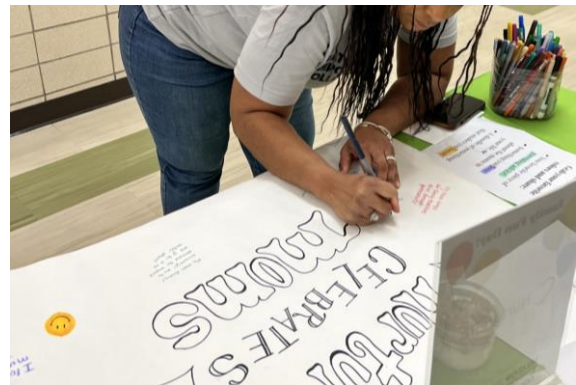
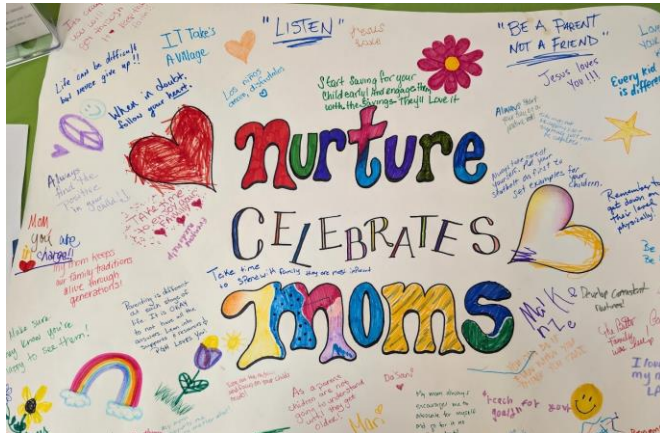
The expansion and campaign launch come as demand for maternal support continues to grow and many maternal health resources, especially in rural areas, are harder to access. The Pennsylvania Maternal Health Strategic Action Plan ("[Healthy Moms, Vibrant Futures](#)") unveiled March 31, 2026, highlights mental health challenges as both the top cause of pregnancy-related deaths as well as a

key contributor to additional parenting challenges, and notes that U.S. maternal mental health has sharply declined over the past ten years. NurturePA is working alongside partner organizations to address the Year One Recommendations outlined in the statewide plan.

To learn more about NurturePA, volunteer as a peer supporter, or submit wisdom for the campaign, visit <https://www.nurturepa.org>.

### About NurturePA

NurturePA is a Pittsburgh-based nonprofit organization providing free, confidential mom-to-mom texting support to mothers of children under 5 across Pennsylvania. Through trained volunteer peer supporters, NurturePA connects moms with encouragement, resources, and community—one text at a time. Over twelve years, more than 6,000 moms have been engaged and more than 900,000 texts have been exchanged. Learn more at <https://www.nurturepa.org>.



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