



Tuesday, August 21, 2007

Interview with Genevieve Thiers on Morning Living

Dean Olsher, Co-Host:

We are now turning our attention, as it is, uh, back-to-school week, to this issue of babysitters. Never occurred to me that a lotta babysitters go off to college this time of year...

Emily Hoffman, Co-Host:

[Laughs]

Olsher:

...and so parents are suddenly: "Oops, what do we do?" That's where Genevieve Thiers comes in. She is the founder and CEO of Sittercity. Good morning!

Genevieve Thiers, Founder and CEO, Sittercity.com:

Good morning, Emily. Good morning, Dean.

Hoffman:

Thanks.

Olsher:

Welcome to Morning Living. So, yes, what do you do when your babysitter goes off to school?

Thiers:

[Laughs] You panic! No.

[Laughter]

Thiers:

Um, well...

Hoffman:

You call Sittercity I bet, right? *[Laughs]*

Thiers:

Well, you do! Most people at this point, I think, do call Sittercity if you don't have somebody down the road, or you don't have a family member. Sittercity has hundreds of thousands of babysitters and nannies, you know, standing by online nationwide.

Olsher:

So, Sittercity is a place you go—I need a babysitter, I'd go to you, and you can find us one?

Thiers:

Right. I mean, if you were to go to Sittercity.com today, you could find other hundreds or thousands of babysitters and nannies near you, anywhere you are in the United States.

Hoffman:

And also, petsitters, I see. I'm on your web site right now.

Thiers:

Right, yeah! Well, petsitting is, is new for us. We're very excited. We just opened a division at Sittercity, um, with a hundred and fifty thousand petsitters and...

Hoffman:

Wow.

Thiers:

It's very exciting. Um, we found that it's, it's just as popular as the babysitting. People just need care. And especially, Dean, as you were mentioning, right now, back to school period—all the sitters—y'know, eighty percent of the sitters in the United States are college students. So, they're all coming home, and their schedules are changing, and then parents are going back to work, or they're ramping up at work, and their schedules are changing. So, we call it the school scramble right now.