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**Anchors Matt Lauer and Ann Curry**

**Reporter Mike Leonard**

## **Sittercity.com matches baby sitters with families**

### **MATT LAUER, co-host:**

This morning on LEONARD'S LOOK, have you ever wanted to go out on a Saturday night, but just couldn't find a baby sitter? Well, our friend Mike Leonard discovered that help is just a mouse click away.

### **GENEVIEVE THIERS:**

References. You've got some feedback from other parents.

### **MIKE LEONARD reporting:**

This story about a new trend in baby-sitting was going along smoothly until I decided to get Matt Lauer involved.

Not that there's anything wrong with Matt Lauer--I like him--it's just, well, sometimes, he's tough to be around.

That, by the way, is Matt Lauer. That's Charlie Lauer. That's Pat Lauer. That's Emma Lauer. That's Teddy Lauer. That's Jack Lauer. That's mom, Wendy and dad, Randy. And that, under the blue plastic tub, well, that's me, trying to get a better feel for the subject matter.

Now, I happen to know the Lauer family, and the kids are respectful and nice. They're just energetic. What are your instructions to the baby sitters?

### **RANDY LAUER:**

I wish them good luck, and I give them the wrong cell phone number.

**LEONARD:**

Ever had a baby sitter get overwhelmed and then not come back, or...

**WENDY LAUER:**

Not come back. Don't answer my phone calls.

(To son) Put that thing down. That thing is a weapon.

**LEONARD:**

And that...

(Genevieve Thiers singing "The Sound of Music")

**LEONARD:**

...that is the sound of hope. Genevieve Thiers put an opera career on hold to become the founder and CEO of the Chicago-based Sittercity.com, a nationwide Internet service that matches desperate parents with willing and qualified baby sitters, over 200,000 of them in all parts of the country.

**THIERS:**

We're the world's largest baby-sitting club.

**LEONARD:**

So if somebody in Spokane, Washington, wants to find a sitter?

**THIERS:**

We can help you in Fargo. We can help you anywhere you are.

**LEONARD:**

Help, once upon a time, was right next-door, back in the days when America's neighborhoods were teeming with adolescent girls anxious to earn a little pocket change. Now:

**THIERS:**

High school and grade school students are increasingly booked up. They're got play dates, they've got extracurricular activities and this has really been a big change that's been happening in recent years.

**LEONARD:**

Genevieve Thiers sensed that change, and a business opportunity while baby-sitting her way through college.

**THIERS:**

And every time I would sit for a family, I would come back home and my answering machine would have five other messages on it from five other families that had heard about me from the first family, and they were desperate. And I began thinking, why isn't there one place in this city, or any city, where parents and baby sitters can go to find each other.

**LEONARD:**

There is now.

**THIERS:**

I'm a baby-sitting industry magnate.

**LEONARD:**

Overseeing a rapidly growing baby-sitting network, where members pay a small monthly fee, then post a job or a perform a search and:

**THIERS:**

Within 24 hours, parents usually get an average of 17 replies.

**LEONARD:**

Complete with background checks, references, interviews, feedback from other parents, as well as other useful information.

**THIERS:**

Nobody in America has the excuse, 'I can't find a baby sitter' ever again.

**LEONARD:**

Sweet music to the ears of desperate parents everywhere, unless it's Matt Lauer's kind of music. For TODAY, Mike Leonard, NBC News, Winnetka, Illinois.