

***MEDIA RELEASE***

---

**EtonHouse has launched a new website with a handy 'Compare Schools' function to help parents select the best-fit school for their child**

**Singapore, December 2020** - The EtonHouse International Education Group is proud to announce the launch of its newly redesigned and rebranded website at [www.etonhouse.edu.sg](http://www.etonhouse.edu.sg).

The highlights of the new website are as follows:

- A streamlined and simplified design architecture, improved navigation, and functionalities to help parents make an informed decision for their child's schooling. You can now reach a specific campus website with a single click.
- Parenting section with blogs, podcasts, videos, e-books, and a host of useful materials to support families on their parenting journey. Our popular e-books include 'mindful parenting' and 'parenting 101'.
- Users can access specific information on an EtonHouse campus and book a tour through the website on their computer or mobile devices as the website is mobile responsive. It provides comprehensive information about our approach, curricula, and the different programmes offered.
- To help parents understand the difference between the various EtonHouse campuses and enable them to select the best-fit campus for their child, a new 'Compare School' function has been added that allows parents to compare and understand each school's uniqueness. The tool also offers a glance at each school's characteristics, such as the age group that it caters for, academic calendar, type of curriculum, school hours, and school fees.
- A new domain [etonhouse.edu.sg](http://etonhouse.edu.sg) (instead of [etonhouse.com.sg](http://etonhouse.com.sg)) that houses all the individual school websites. The respective school websites are accessed directly using [etonhouse.edu.sg/orchard](http://etonhouse.edu.sg/orchard), [etonhouse.edu.sg/claymore](http://etonhouse.edu.sg/claymore), etc. or from [etonhouse.edu.sg](http://etonhouse.edu.sg)

Mr Ng Yi Xian, Executive Director of EtonHouse, said, "Our website is often the first point of interaction with our parents, especially for those who are not in Singapore. Before we embarked on the revamp, we conducted focus group sessions and usability testing with existing and prospective parents to understand their expectations from the website and ensure that the navigation is intuitive and the look and feel connects with them. Our new website is based on extensive feedback from families and best

practice on user interface design and website development. You now have a modern and intuitive website that showcases the heart and soul of our schools."

Media contact:

Bipasha Chanda Minocha  
Group Brand Director  
DID: +65 6229 5764  
Mobile: +65 81571460  
E-mail: [bipasha.m@etonhouse.com.sg](mailto:bipasha.m@etonhouse.com.sg)

Angela Kho  
Brand and Marketing Manager  
Mobile: +65 9754 0366  
E-mail: [angela.kho@etonhouse.com.sg](mailto:angela.kho@etonhouse.com.sg)

### **About EtonHouse**

The EtonHouse International Education Group is headquartered in Singapore with more than 120 international schools in 12 countries.

Together these schools provide high-quality education to over 12,000 children globally. Over the last 25 years, EtonHouse has been at the forefront of international education offering innovative preschools and K-12 schools across Asia. In China, it has over 50 schools.

In the early years, an inquiry-based "Inquire-Think-Learn" curriculum, inspired by the Reggio Emilia approach is followed. In the primary, secondary, and high school years, the highly regarded International Baccalaureate (IB) PYP, the IGCSE qualification, and the IB Diploma programme are offered.

E-Bridge Pre-School was launched in January 2014 by EtonHouse under the Anchor Operator Scheme (AOP) to provide good quality and affordable early childhood services for families in Singapore. The AOP was launched by Singapore's Early Childhood Development Agency to scale up the provision of affordable and quality early childhood care and education services. There are currently 18 E-Bridge centres across Singapore, welcoming children between 2 months to 6 years old.

In 2015 EtonHouse launched EtonHouse Community Fund, an independent IPC charity to focus on improving the lives of less privileged children through education.

In 2017, the EtonHouse Group launched Middleton International School (MIS), an affordable schooling option for expatriate families that now has a campus in Tampines with a capacity of more than 1000 students. In 2018, EtonHouse launched its first K12 campus in Singapore on Orchard road.

To learn more about EtonHouse, log on to [www.etonhouse.edu.sg](http://www.etonhouse.edu.sg).

To learn more about E-Bridge Pre-School, log on to [www.e-bridge.edu.sg](http://www.e-bridge.edu.sg).

To learn more about Middleton International School, log on to [www.middleton.edu.sg](http://www.middleton.edu.sg)