

The launch of SA's new brutally honest parenting website

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The Citizen, South Africa's fourth-biggest website, with over 4.4 million unique browsers (Narrative April 2019), has just launched a new platform - Parenty. It has been created as a destination and community for modern-day South African parents.



Parenty has been born out of the philosophy that practice cannot make perfect; when it comes to parenting, it can only make perfect-ish. Armed with this belief, Parenty's mission is to offer a voice to the multitude of diverse stories of parenthood in South Africa with the goal of portraying parenthood in all its messy, imperfect, impossible, hysterical glory – no filters, no BS, no promises – just the truth.

Parenty is a collaboration between The Citizen, a team of parenting bloggers, including [One Messy Mama](#), [Black Mom Chronicles](#) and [The Ugly Truth of Being a Mom](#), and an array of content creators, contributors, experts and brands. With the intention of offering parents an innovative and rich destination for all things parenting and life in general.

The brand is a combination of jester and outlaw and plans to create a stir in the South African media landscape with its edgy tone, ironic sense of humour, diverse and locally nuanced content, and no holds barred approach to storytelling.

Visit parenty.co.za to see how the parenting struggle is real.

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