

Sayers, Margery

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Subject: Kiddie Academy of Ellicott City
Attachments: write up for press release.doc

Hello All

As we have opened our doors to the community, we would like to invite you all to visit us. Attached please find our press release.

Thank You

Janaki Patel

If it's important to you and your child, it's important to us.

Kiddie Academy of Ellicott City

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Check out us: www.facebook.com/kiddieacademyofellicottcity

FOR IMMEDIATE RELEASE

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Kiddie Academy® Opens in Ellicott City

National child care learning company brings high-quality child care to the area

Kiddie Academy®, a nationally recognized provider of comprehensive education-based child care programs, has just opened its newest location in Ellicott City. For more than 30 years the company has been successful with combining learning with child care, said Janaki Patel, franchise owner of Kiddie Academy of Ellicott City, located at 10035 Baltimore National Pike.

"Our well-trained, attentive staff assists children in developing the confidence and self-esteem necessary to meet the challenges of tomorrow. Our philosophy at Kiddie Academy is that we prepare children not only for school, but also for life," Patel said. "We also believe that it's extremely important to foster bonds between not only our educators and children, but between educators and parents, academics and the local community."

According to the National Childcare Accreditation Council, children's learning and development is enhanced when they make choices and guide their own experiences through their individual interests, personalities and skills. Children's learning occurs through planned and spontaneous experiences, during their participation in daily routines and through their experience of positive modeling by adults and peers.

Patel says that's exactly Kiddie Academy's focus. "The assortment of activities we have available for the children is endless, which encourages them to learn, play and explore. When children attend Kiddie Academy of Ellicott City, they will acquire the skills and strength of character that will foster their success."

The Ellicott City location utilizes the Kiddie Academy *Life Essentials*® curriculum created to promote each child's intellectual, social, physical and emotional growth. According to Patel, the programs emphasize continuous, open communication

between teachers and parents concerning each child's development. If it is important to you and your child, it is important to us.

"We're looking forward to providing a strong educational foundation to the local families and making an impact in our children's lives, as well as within the community. We invite Ellicott City area families to stop in for a tour of the academy or to receive more information on our services," Patel said.

For more information about Kiddie Academy of Ellicott City, please contact Janaki Patel at (410) 313-8898 or ellicottcity@kiddieacademy.net. You may also visit the academy online at www.kiddieacademy.com/ellicottcity.

About Kiddie Academy®

Since 1981, Kiddie Academy® has been a leader in education-based child care. The company serves families and their children ages 6 weeks to 12 years old, offering full time care, before- and after-school care and summer camp programs. Kiddie Academy's proprietary *Life Essentials*® curriculum, supporting programs, methods, activities and techniques help prepare children for life. Kiddie Academy is using the globally recognized AdvancED accreditation system, signifying its commitment to quality education and the highest standards in child care. For more information, visit www.kiddieacademy.com.