

PRESS RELEASE

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CHARLOTTE CHILDREN OF AMERICA CHILDCARE IS FIRST IN STATE *Applications for enrollment now being accepted*

CHARLOTTE, N.C. - Children of America Educational Childcare opened its first school in the state today at 2102 Ben Craig Drive in Charlotte. The new school welcomes parents to tour its facility to experience the specially designed classrooms and learn about the company's unique age-appropriate curriculums. The school offers educational programming for children six weeks to 12 years of age.

"We are committed to the wellbeing of all children in this community and look forward to partnering with their parents to provide quality childcare that will ignite a passion for learning, engage their minds and support their development," said Linda Mroz, director of the new Children of America school. "Children will enjoy the safe, fun environment and will excel in our stimulating play-oriented programs."

Children of America early childhood educational programming includes curriculum designed to promote:

- Sensory and motor ability development in a music-filled, reassuring environment for infants (six weeks to 16 months);
- Eye-hand coordination and socialization skills such as sharing and taking turns for toddlers (16 months to 2 1/2 years);
- Self-help skills, physical coordination, artistic expression and understanding of colors and shapes, language and letters for preschoolers (2 1/2 to 4 years);
- Supervised fun and homework assistance before and after school for students (5 to 12 years); and
- Fun-filled learning adventures throughout the summer months at Camp WOW for children 5 to 12 years of age.

The new, 11,068-square-foot school is equipped with state-of-the-art security systems and also utilizes additional safeguarding measures such as assigning each child a Personal Identification Number (PIN) that signals their arrival and departure and an Internet access program, AlwaysCloseBy.com which allows parents to check-in on their children throughout the day via streaming video of the classrooms and play areas.

"All children deserve the very best opportunities in life to succeed physically, socially, emotionally and intellectually," said Thad Pryor, Children of America president and CEO. "This is our first school in the state and we are excited to continue our expansion plan to open additional schools in the near future to accommodate more families with better childcare options."

Those interested in enrolling a child at Children of America are encouraged to visit the school to complete an application Monday through Friday between 9 a.m. and 5 p.m. The school phone number is 704-549-8938.

About Children of America

Founded in 1999, Florida-based Children of America is a leading provider of high-quality childcare and after-school programs 40 schools in Delaware, Illinois, Indiana, Maryland, Massachusetts, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Virginia and Wisconsin and more than 700 employees. An industry pioneer, Children of America's curriculums are developed to accommodate key age ranges and include innovative teaching methods such as "Tray Tasking," a learning tool proven to promote early reading and writing skills. Children of America is a subsidiary of World Wide Child Care Corp. (WWCC). For more information about Children of America, franchising and other business opportunities visit the Web site at www.ChildrenOfAmerica.com.



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