

PRESS RELEASE

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CHILDREN OF AMERICA CHILDCARE CENTER OPENS IN FRANKLIN TOWNSHIP

Applications for enrollment now being accepted

FRANKLIN TOWNSHIP, N.J. - Children of America has opened its doors in Price Street Retail Development at 34 Worlds Fair Drive in Franklin Township. The new educational childcare center welcomes parents to tour its facility to experience the specially designed classrooms and learn about the company's unique age-appropriate curriculums. The center 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 Christine Strelec, director of the new Children of America center. "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 center 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 third childcare center in the state and we are excited to continue our expansion plan to open additional facilities in the near future to accommodate more families with better childcare options."

Those interested in enrolling their children at Children of America are encouraged to visit the center to complete an application Monday through Friday between 9 a.m. and 5 p.m. The center phone number is (908) 685-2295.

About Children of America

Founded in 1999, Florida-based Children of America is a leading provider of high-quality childcare and after-school programs with 17 centers in New Jersey, Pennsylvania and Virginia and more than 500 employees. Children of America is a subsidiary of World Wide Child Care Corp. (WWCC), formerly known as International Child Care Corp. (ICCR). For more information about Children of America, franchising and other business opportunities visit the Web site at www.childrenofamerica.com.



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