

Children of America Targets New Jersey as Part of National Expansion

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DELRAY BEACH, Fla.--(BUSINESS WIRE)--World Wide Child Care Corp. (Pink Sheets:[WWCC](#) - [News](#)) announces that its subsidiary Children of America, a leading provider of childcare and after-school programs throughout the northeast and mid-Atlantic states, has signed a lease for a new center in Voorhees, New Jersey.

This lease marks ongoing expansion in New Jersey reflected by the opening of a center in Oakhurst scheduled for January 2008. Other locations are planned for Aberdeen, East Brunswick, Edison, Hillsborough, Marlboro, Manalapan, Morgansville, North Brunswick, Sewell, Sicklerville, South Plainfield, Wayne and Old Bridge.

The 10,000 square foot Voorhees center is located on Route 73.

The announcement was made jointly by Thad Pryor, president and CEO, and Jim Perretty, executive vice president.

"New Jersey is a key state in our rapid expansion," said Pryor. "Based on our research, there is significant demand for our centers and our approach to early childhood education."

The company currently operates 13 centers in Virginia and Pennsylvania and will open 32 additional facilities by 2008 in New York, New Jersey, Delaware, Maryland, Michigan, Illinois, Pennsylvania and Virginia.

Curriculum Designed By National Expert

Children of America's learning curriculum is designed by Dr. Vicki Folds, one of the nation's leading child development experts. The unique education program includes:

- "Tray Tasking" - Play innovation proven to develop early reading and writing skills.
- "Old Towne Colony" - Interactive early American town teaches through fun activities.
- Baby signs for infants and Spanish for preschoolers
- Phonological Awareness Literacy Screening (PALS)

Rigorous Safety Standards

Each center is designed with stringent safety features to protect every child. These include:

- PIN Required - Parents must use a unique PIN to get access. It's also used to monitor each child's arrival and departure.
- Internet Monitoring - Remote video monitoring is provided through [AlwaysCloseBy.com](#).
- Safe Play Areas - Outdoor play areas designed with rigorous safety features.

About Children Of America

Founded in 1999, Children of America is a leading provider of childcare and after-school programs and pioneer of "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), formerly known as International Child Care Corp. (ICCR). Website: www.childrenofamerica.com.

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