

FOR IMMEDIATE RELEASE:
TEACHERS, PARENTS,
SCHOOL ADMINISTRATORS
OF SAN JOAQUIN VALLEY

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Internationally-acclaimed Kinderdance® comes to families in San Joaquin Valley

MOUNTAIN HOUSE, CALIFORNIA (February, 2012) – Sherry Santa Cruz, Owner and Administrator of The Tiny Tot’s Learning Center, has obtained the exclusive franchise rights to offer Kinderdance® classes for kids ages 2 to 12 in San Joaquin County. Kinderdance® is a revolutionary program that combines body fitness with academics, linguistics, and confidence-building to give kids an extra edge in life.

Kinderdance® uses the basics of dance, gymnastics, and creative movement to develop children’s motor skills and coordination. The program layers the dance and exercises with educational academics. It’s a revolutionary new method that makes learning fun for kids while evolving their strength and dexterity – this kind of motivation is priceless when it comes to education.

“I’m so excited to share this program with everyone,” says Sherry Santa Cruz, the new franchise owner of Kinderdance®, San Joaquin, “because Kinderdance® subscribes to many of the same philosophies we hold dear in The Tiny Tot’s Learning Center.

“We believe in strengthening kids’ bodies and minds in a positive environment that encourages participation and interaction. Kinderdance® does all this, while putting a special emphasis on building confidence at an early age. So much of building healthy kids starts at a very young level and stays with them all the way through their development into adulthood. Kinderdance® is on the same page with us in this respect, and fits right in with our teaching strategies.”

Five classes will be offered in the San Joaquin Valley area. Four of them are divided by age; one class encompasses a wider variety of ages:

- Kindertots® for our tiniest customers, ages 2
- Kinderdance® and Kindergym® are open to 3 - 5 year olds
- Kindercombo® is geared towards 6 to 9 year olds
- Kindermotion® covers a larger age range, 3 to 12 year olds

The preschool programs teach the basics of ballet, tap, gymnastics, and other physical coordination skills. These movement techniques will be incorporated with songs and games that teach young ones early academic concepts such as numbers, colors, and shapes.

According to C.K. Harsell, owner and founder of the Kinderdance® operation, some of the most vital development years for kids are between the ages of 3 and 5. This is when creativity flourishes as children start to engage in imaginative play and exploration. Through movement and play, Kinderdance® teaches young children about themselves and their world. (*Source: C.K. Harsell, "History of Kinderdance," Revised 2005, Chapter 6, page 2*)

Kinderdance® also targets an area that's becoming an increasing concern for many parents of preschoolers: language development and communication.

Since Sherry opened The Tiny Tot's Learning Center in 2005, she's noticed a rise in children who are having trouble speaking at their age level or delayed in their speech development. Young children especially need to hear language spoken as often as possible. Through listening and imitation, children learn how to enunciate the phonetic sounds of words and build vocabulary.

Kinderdance® addresses this growing phenomenon by enhancing language and communication skills. Using a sing-song pattern to communicate, children are asked questions or engaged in conversation while moving. This allows them to practice speech patterns and comprehension in a safe environment.

The combination of movement and learning is one of the reasons Kinderdance® is so successful. The program employs a powerful multi-sensory learning experience, meaning it uses a variety of the senses to learn. 83% of the knowledge we're offered is presented visually. We retain about 30% of that knowledge through what we see; 10% through what we read; even less through what we hear, taste, and smell. But when you combine the senses, the retention rates can double or even triple. For instance:

- **70% retention** of what we hear, see, and say
- **90% retention** of what we hear, see, say, and do

Kinderdance® uses the most effective hear, see, say, and do method by combining visual arts with learning. The earlier we start, the more powerful the impact on your child, the bigger the advantage he or she has in life.

As the child grows, so does the program. The 6 to 12 year old Kindercombo® class brings more advanced concepts like creative thinking and motor development to the curriculum. Kids start to learn more complex ballet, tap, and modern dance steps. These are the foundations of dance technique which will strengthen their bodies and increase flexibility. This strengthening will stay with them whether they continue with dance or engage in sports and other activities.

Kindermotion® offers something for all kids enrolled, whether they're 3 or 12 or somewhere in between.

The Kinderdance® program runs for a full year. At the end of the session, students perform a year-end demonstration and move to the next level. Each class will have no more than 10 to 12 students so Kinderdance® instructors can give individualized attention where necessary. All Kinderdance® instructors are certified through the Kinderdance® program and incorporate the effective hear, see, say, and do teaching strategy.

This is the time and the place to take a proactive approach to the educational, linguistic, and physical success for your child. This is the time to start building their confidence and open the floodgates to their creativity. Kinderdance® provides the tools and resources to help parents and educators accomplish this.

UPCOMING EVENTS:

- **Annual Mountain House Easter Egg Hunt, Saturday, April 7, 2012.**
Sign up for summer classes at the Kinderdance® booth. Kinderdance® will be donating candy for 15,000 eggs for the hunt.
- **Kinderdance® Grand Opening Celebration: Saturday, May 19, 2012.**
All new enrollees will be able to take advantage of the free Dance Demonstration, May 19 – June 2.
- **Kinderdance® now available for all Tiny Tot's Learning Center students.** We will also be offering the classes through other childcare centers throughout the San Joaquin Valley in the coming months ahead. Stay tuned for updates.