



KidsPark

Debbie Milner, the founder and CEO of KidsPark, Inc. is celebrating her 22nd year in business. Debbie founded KidsPark licensed child-care centers in Silicon Valley in 1988 and has expanded nationally with franchise centers the past 5 years. This amazing woman has built a successful business with sales over a million annually doing what she loves—offering busy families a fun and safe place to bring their children.

Debbie created KidsPark out of a personal need to find quality, fun, short-term care for her young daughter Rita so she could have time juggling all the things busy moms do everyday. Debbie founded KidsPark after a career in information systems with Hewlett Packard and production management in the electronics and toy industries.

In 1998, KidsPark attracted angel funding by selling a share of the business to private investors. A three-member board helps direct the company's growth (venture capitalist Phil Schlein of USVP, Marie Young, director of Donor Learning and Connection, Silicon Valley Community Foundation (formerly a child-care consultant), and former president of Gymboree Play and Music, Bob Campbell).

Debbie is dedicated to filling this special need in communities and continuing to grow her business. This year she's focusing on business development, continuing the multi-state expansion, marketing programs and community outreach. And next month Debbie will launch the KidsPark Sparkler micro grant program, which will award grants for specific art, music, dance, and culinary art events to non-profit licensed preschools through public grade 3 classrooms in the cities where KidsPark Centers are located.

Demand for drop-in care has grown nationwide because of societal changes in the U.S. Teenagers have little time or interest in baby-sitting because they're so booked up with their own activities. Families are more transitory than in years past and less likely to have relatives living nearby. So for many, bringing their children to a licensed center is safer and more fun for the child than leaving them with unsupervised sitters.

Lastly, KidsPark is going strong in this tough economy – although profitability varies month-by-

month, the business turns a profit each year (e.g. increase from Christmas 2008 to Christmas 2009 was significant across most of the locations) and 40 percent to 50 percent of customers return each month.

To date, KidsPark has 12 centers across the country, and in March will launch the 13th KidsPark. In addition, two new locations are planned for the end of 2010. Each KidsPark location has the same look and feel, has between 3,000 to 3,500 square feet and is always centrally located (near restaurants or theaters parents frequent). KidsPark franchisees spend about \$155,500 to \$221,500 to get started.

Debbie has been leading change in the industry since she opened her doors— others imitate, but none compare— and to date there's little competition in national drop-in, licensed child-care.

Loving to play herself, Debbie was sure to include a “no walls” floor plan in every location with unique activity areas that include a theatre, sports court, creation station, art center, games, music and a Mountain of Energy where kids can run, jump, climb and slide. Now 22 years later, she still finds time to play – especially with her daughter, now age 24.

Debbie was recently selected as one of the 2010 Women of Influence in Silicon Valley by the Silicon Valley/San Jose Business Journal.

For more information, please contact:

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About KidsPark, Inc.

Founded in Silicon Valley in 1988, KidsPark is a licensed hourly childcare franchise, with centers staffed by professional caregivers for preschool and school age children. KidsPark is a unique childcare solution in a safe and fun space that is available without making a reservation – parents can drop their children by any day, evening or weekend (open until midnight Friday and Saturday nights). Many centers also offer backup care when school is out of session for holidays like Martin Luther King or President's Day. KidsPark childcare hourly rates are half the price of a babysitter in most cities. No monthly fees or reservations are required – families just pay a one-time registration fee.

KidsPark has 12 locations across the country – Arlington/Texas, Jacksonville/FL, Scottsdale/AZ, Olathe/Kansas and in California – Chico, Northridge, Corona, Fresno, Rocklin, Sacramento, and their two original centers in Silicon Valley. In addition, three new locations are opening in the first half of 2010.

For more information, please visit www.kidspark.com