



KidsPark

Company Fact Sheet

Founded in June 1988, KidsPark is a privately held company based in San Jose, California

OVERVIEW

Founded in Silicon Valley, KidsPark is a licensed hourly childcare center staffed by professional caregivers for preschool and school age children. KidsPark offers a unique solution in a safe and fun space that is available without making a reservation – parents can drop their children days, evenings or weekends (open until midnight Friday and Saturday nights). Many also offer backup care when school is out of session for holidays, like Martin Luther King Day or Spring break. KidsPark childcare costs half the price of a babysitter in most cities (KidsPark rates start at \$7.50 an hour while San Jose parents pay about \$15 per hour for a sitter or nanny,). No monthly fees or reservations are required – families just register once.

LOCATIONS ACROSS THE US

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 2 original centers in Silicon Valley. In addition, two new locations are opening in 2010.

EXECUTIVE TEAM

Debbie Milner—founder and CEO of KidsPark hourly childcare centers founded KidsPark in 1988 after a career in Information Systems with Hewlett Packard. Prior to that, she worked in Production Management for both the electronics and toy industries. Debbie created KidsPark out of her personal need to find high quality, fun, short-term care for her daughter, Rita. She is dedicated to answering this special need in the community and currently focuses on strategic issues, marketing and national expansion of KidsPark through franchises. Loving to play herself, Debbie was sure to include a plethora of art, games and toys in KidsPark’s design. Now, over 20 years later, she still finds time to play regularly – especially with her daughter. The Silicon Valley/San Jose Business Journal recently selected Debbie as one of the 2010 Women of Influence in Silicon Valley.

Leslie Gamez—Vice President of Operations for KidsPark hourly childcare centers. Leslie joined KidsPark in 1994 as a teacher and steadily advanced throughout the company. With 25 years experience in the childcare field, she now develops and oversees program, operations and training for KidsPark centers across the nation. But she is never far from the kids – you will often find her in the centers leading games, doing art and giving hugs. Leslie is mom to 3 daughters; 2, 9 and 13 years old and 1 son, a 9-year old golden lab named Dodger.

KidsPark STAFF

KidsPark exceeds state licensing requirements by providing an average teacher-child ratio of 1:8. In addition, there are always at least 2 staff members on site at all times. If a child needs one-on-one attention, another teacher is made available to the group. KidsPark staff are hired because they are energetic, creative people who enjoy interacting with children, and are:

- Certified in First Aid and CPR
- Screened by the Department of Justice

- Trained in Early Childhood Education and Recreation
- Required to attend staff development and skill building workshops and classes

PRICING

KidsPark's rates are extremely reasonable and run between \$7.50-\$8.00 per hour for one child. There are discounts for siblings.

THE SET-UP

KidsPark play spaces offer many entertaining and learning activities through a mix of teacher-organized and child-initiated activities in both group and individual settings. For example:

- **Activity Area** builds self-confidence and imagination. Kids individually or in groups play with a wide assortment of toys, pretend in the playhouse or investigate the book nook. Organized action games are offered hourly based on the interest, age and energy level of the children present.
- **Mountain of Energy** bolsters coordination and cooperation. Kids run, jump, climb and slide. The structure can be mountain, a castle or a space ship. Imagination is the key.
- **Theater** enhances language and listening skills. This area is used for story times, music, movies, games and guest performers. Group times are offered at least 5 times a day incorporating music, dance, drama and imagination.
- **Sport Court**. What can we say – the kids have a ball here! They can kick goals, shoot baskets, play 4-square or just enjoy a game of catch.
- **Blue Crew** is a special school-age area that encourages interaction with peers. Older kids participate in more detailed art, age appropriate games, non-violent video games and can do homework. During school vacations special activities and camps are offered.

KidsPark CALENDAR

*** Preschool Preview Day 10:30am -11:30am (Free)**

Thursday, March 11

Be ready for fall-visit our preschool now! Learn about our curriculum and program format while your child makes an art project and participates in sample group activities.

Fabulous Foam Shamrocks

Friday, March 12

Join us all day for fabulous foam fun! Bring your creativity and we will supply everything you need to decorate a one of a kind foam shamrock to take home.

*** Teddy Bear Picnic**

Saturday, March 13

Join us and our KidsPark fuzzy pals for crafts, games, a picnic and special teddy bear treats. The day will be stuffed with fun activities.

Shamrock Shake Sunday

Sunday, March 14

Stop by our Creation Station for a cool treat. Little chefs will enjoy blending and drinking a yummy mint chocolate chip milkshake topped with whip cream and green sprinkles!

*** St. Patrick's Day Party**

Wednesday, March 17

We'll be celebrating St. Patrick's Day all day with green crafts, shamrock treats and special leprechaun surprises. Don't forget to wear something green.

*** Green Thumb Day**

Saturday, March 20

What's the buzz? It's the first day of spring! Visit today to enjoy nature activities and plant a flower to take home.

Preschool: Three Little Pigs Fun Day

Thursday, March 25

Come to KidsPark to huff and puff with us! Join us from 9:00am -11:30am to play with pigs in the mud, eat pigs in a blanket, make a pig snout and act out the classic tale of the Three Little Pigs.

March Birthday Bash

Sunday, March 28

Let's get this party started! You are invited to our March birthday celebration. Come join the fun and celebrate with us and all of the kids with March birthdays. Join us from 2pm to 4pm for face painting, balloons, cupcake decorating and more. If your turning 6, you'll get your new Blue Crew Membership card today!

It's All About Being Green Coloring Contest

Thursday, April 1 - Wednesday, April 21

Join the fun in our Blue Crew room! We are encouraging the school age children to learn more about ecology with a coloring contest. Kids will color posters and fill in the blank message boxes with their own thoughts and ideas. It is a fun way to learn about going green and conservation, don't miss it. A winner will be chosen at our Earth Day Celebration on Thursday the 22nd.

*** Super Hero Day**

Saturday, April 3

Join us for a super hero party filled with plenty of heroic fun all day! Come dressed as your favorite super hero, or dress up with our KidsPark props when you arrive.

Preschool Spring Party

Saturday, April 3

Join us from 9:00am-11:30am to enjoy a very egg-citing Preschool Spring Party! We will have an egg hunt, spring crafts and plenty of treats.

*** Gak Attack**

Saturday, April 17

Our little scientists will enjoy mad science- mixing and playing with GAK from our mini laboratory. Dress for messy play.

*** Earth Day Celebration**

Thursday, April 22

Celebrate Earth Day at KidsPark! We will have earth friendly art and activities all day. We will supply the materials to make and take home a project made from recycled materials.

SPARKLER MICRO-GRANT PROGRAM

- The Sparkler Program, launched in February 2010, is a new community program that will award grants for art, music, dance, and culinary art events to non-profit, licensed preschools through public schools grade 3 classrooms in the communities where there is a KidsPark location.
- Sparkler Awards are awarded monthly. Requests must be submitted by the 15th of each month. Awards will be announced by the first of the following month. One award per class, per year.
- Teachers or parents apply. The application is at KidsPark.com.
- Grants are for ages preschool thru grade 3.
- Recipients must be a 501(C)(3) non-profit licensed preschool, elementary school (K-3rd grade) or public agency. Grant is to be used to enable children to directly learn about or experience the Arts – art, music, dance and culinary arts. Funds cannot be used for class parties, supply replenishment, teacher resources or teacher training. Grants will not exceed \$750.
- KidsPark will only accept requests from preschools and schools within the KidsPark community, defined as a 15-mile radius around each KidsPark center.

BIRTHDAY PARTIES

KidsPark centers offer private parties on Sundays

KidsPark WEBSITE

KidsPark's website is full of good information to learn about KidsPark the company, or the individual centers. Families can sign up for the KidsPark monthly newsletter that contains parenting tips, recipes, and a calendar of upcoming events, a kid's cooking corner, parenting tips and much more. To subscribe to the monthly newsletter or for more information about the company, please go to www.kidspark.com.

MEDIA CONTACT

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JPEGS and Photos are available upon request

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