

Media Contact: Dennis Dougherty, Fishman Public Relations; mrutkowski@fishmanpr.com; (847) 945-1300 ext 235.

FOR IMMEDIATE RELEASE

Representatives from Senator Ben Nelson's Office to Visit Primrose School of Legacy
Educational Child Care Franchise Aims to Boost Federal Support and Funding for Quality Child Care

Omaha, NE (August 5, 2009) – In an effort to increase support and funding for quality education in America, the Primrose School of Legacy, part of the nation's leading early childhood education franchise, will host Senator Nelson's staff on a tour of the school on Wednesday, August 5 to show them high-quality child care in progress so they may encourage Senator Nelson to take action when he returns to Washington, DC in September.

The Primrose School of Legacy, located at 17440 Wright St., is participating in a nation-wide advocacy campaign led by The Early Care and Education Consortium (ECEC), a non-profit alliance of America's leading providers of high-quality child care and early learning and development programs for young children, to prompt members of Congress to reauthorize the Child Care and Development Block Grant. This grant helps provide families access to child care and aims to improve the quality of that care.

"Our school and the Omaha community is truly inspired and appreciative that Senator Nelson's staff will join us to witness first-hand what a quality child-care program is all about," said Dr. Laura Jana, franchise owner of the Primrose School of Legacy. "We're proud of our proven curriculum and the quality care that children receive at our Primrose School, and we're honored to be part of a nation-wide effort to help increase accessibility to this level of education to more families in our community and across the country."

During the visit, Dr. Jana will provide Senator Nelson's staff with a tour of the Primrose School, including brief observations of a classroom where the Balanced Learning® curriculum is taking place, as well as other features of the school that build the foundation for quality early childhood education.

"We'd like to thank Primrose Schools for their partnership in our advocacy campaign and dedication to changing the conversation about child care at the federal level," said Mary Beth Salomone, Policy Director for the ECEC. "By reinforcing what high-quality early child care and education looks like, the Primrose School of Legacy is playing a pivotal role in the enactment of policies to support young children, parents, and existing educational programs."

Primrose Schools nationwide serve families with children ages six weeks to five years old, and its after school program provides engaging activities for children up to age 12. Primrose was the first educational preschool organization in the country to achieve the gold standard in educational accreditation by CITA, SACS CASI/NCA CASI, the same body that assesses 13,000 schools across the country. Well-trained teachers bring to life the brand's proven, accredited and consistently delivered nationwide Balanced Learning® programming that considers multiple aspects of growth and learning – social, emotional, physical and cognitive.

About Primrose Schools

Founded in 1982, Primrose Schools is the country's leader in early childhood education. Primrose Schools' foundation is based on providing quality, early education and child care services with a balance of learning, character development and play. Developed by and taught exclusively at Primrose Schools, the school's Balanced Learning[®] curriculum dynamically blends child-initiated play and teacher-guided instruction. The company's success, fueled by parents' demand for quality child care, is sustained by individual school owners and teachers. It is the first educational preschool to achieve accreditation by CITA/SACS CASI and CITA/NCA CASI, the prestigious associations recognized as the gold standard in evaluating local public and private schools and universities. Primrose Schools currently operates more than 200 schools in 16 states. The excellent reputation that Primrose Schools has enjoyed for over 25 years has allowed its growth as a franchising company to continue and flourish. For more information please visit www.primroseschools.com.

About ECEC

The Early Care and Education Consortium (ECEC) is a non-profit alliance of America's leading national, regional, and independent providers of high-quality child care and early learning and development programs for young children. ECEC was formed in 1999 to create a provider voice to shape public policy in support of high-quality care and education for children and families. ECEC is the only national organization exclusively representing the voice of child care providers on Capitol Hill and in the states. To learn more about us, visit www.ececonsortium.org.