



THE NEW YORK KIDS CLUB REVAMPED WEBSITE GOES LIVE!

A whole new year of fun and excitement for “growing bodies and inquisitive minds”

The New York Kids Club, the premier children’s enrichment center with six locations throughout New York, jumps into Autumn with the unveiling of a brand-new website and a fresh new look. The Club, adored by New York children and parents for its stellar curriculum, boisterous birthday parties, and warm-hearted staff, is proud to add a rich online experience to its offerings for users across the virtual globe.

“We are very excited about the new website,” says Pam Wolf, NYKC Founder and recognized pioneer in child enrichment. “It really adds a new dimension to the New York Kids Club. We have always strived to bring together members of the regional communities we serve, and now it is so wonderful to be able to offer a mirror ‘experience’ of the New York Kids Club on the web. It is one that is guaranteed to make you smile.”

The new NYKC site is peppered with dozens of portraits by photographer and New York Kids Club parent, Marcia Ciriello, who captured the vibrant energy that can belong only to children having fun! These are interwoven with colorful descriptions of all top-quality NYKC programs: gymnastics, ballet, Broadway Kids, martial arts, rock climbing, art, sports classes and an innovative pre-school alternative program.

“The new site beautifully showcases the breadth of our enriching offerings,” shares Director of Programming, Gair Morris, “it is also extremely user friendly!”

Download a cell phone ring tone of the trademark NYKC “Birthday Song,” which the kids are sure to love; find out more about the NYKC’s famed “pajama parties” and full-service birthday bashes! Watch a video tour shot on-location, sign up for the free NYKC newsletter or join the member community and sign up for classes directly through the site! For those seeking parenting tips and tricks, the NYKC also offers a free weekly e-newsletter with advice from founder Pam Wolf, who was recently recognized as one of *Entrepreneur Magazines* 2008 top female entrepreneur of the year finalists.

New York Kids Club Director of Operations & Development Crystal Roberts had this to say about her work and the launch of the new site: “The New York Kids Club is really such a special place. And while we could certainly list off every reason why, the new website makes it so much simpler for our visitors, because it really is something you need to experience for yourself.”