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For Immediate Release

Rainbow Academy Opens Child Care Center in Bergen County

New Child Care Center in Mahwah, NJ

Mahwah, NJ. – Aug. 17, 2010 – Rainbow Academy (www.RainbowAcademy.com), a family-owned and operated partnership of twelve centers across New Jersey, has opened their newest center in Mahwah, New Jersey.

“The decision to open a center in Mahwah was a relatively easy one.” said Guy Falzarano, President & CEO of the network of childcare centers. “In addition to Mahwah being a wonderful place to raise a family, it also has many large corporations in the area. All of our centers focus not only on providing a superior early education for children but also on meeting the needs of working parents, so this is a perfect location for us.”

Rainbow Academy focuses on providing extended day care and education for children 6 weeks to preschool age and enables families to stay connected. The network of childcare centers with locations in Bergen, Hunterdon, Middlesex, Morris, Monmouth, Ocean and Union counties, was also a semi-finalist award winner for 2007 and 2008 New Jersey Family Business of the Year. The award, sponsored by *New Jersey Monthly* magazine, PNC Financial Services Group, Inc. and the Rothman Institute of Entrepreneurial Studies at Farleigh Dickenson University, recognizes the significant role that family businesses play in the nation’s economy, as well as their importance and vital contribution to the state and local business community.

“In addition to premier early education programs and services, we specialize in meeting the needs of working parents. One way that we accomplish this is through our *ParentView@Internet Monitoring* service which enables parents to view their children *live* online from work or while they travel via a secure internet connection.” said Falzarano. “With two cameras in each classroom, the webcast brings parents peace of mind and keeps them connected to their children. Parents gather co-workers around their desks to watch Halloween parades and grandparents login to watch their grandchildren from other states and even other countries.”

The early education programs focus entirely on the needs of the individual child; learning a child’s strengths, and building on them with stimulating, hands-on learning activities and lots of positive reinforcement. Infant through Pre-K age children experience a nurturing “home-away-from-home” atmosphere with enrichment programs included such as Wee Sign® (infant sign language), Wee Read® (reading readiness) and Musical Beginnings® (music appreciation). All of this, coupled with positive attitudes and one-on-one interactions with teachers, encourage children to reach their full cognitive, social, emotional, physical, and creative potential.

More information can be found at www.RainbowAcademy.com or call 201-529-0066.

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