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**For Immediate Release**

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**Rainbow Academy Opens Child Care Center in Monmouth County***Child Care Center to Open in Manasquan*

**Manasquan, NJ. – July 22, 2010** – Rainbow Academy ([www.RainbowAcademy.com](http://www.RainbowAcademy.com)), a family-owned and operated partnership of twelve centers across New Jersey, is currently under construction to open their first Monmouth county early learning center at 2319 Rt. 34 in Manasquan (Wall Township).

“The decision to open a center in Manasquan was a relatively easy one” said Guy Falzarano, President & CEO of the network of early learning centers. “Manasquan is a wonderful place to raise a family and also has many large businesses in the area. Our centers in Middlesex and Ocean counties have strong reputations and opening the Manasquan center enables us to close the gap between counties and meet the needs of Monmouth county working parents.”

Rainbow Academy focuses on providing extended day services and education for children 6 weeks to preschool age and enables families to stay connected. The network of early learning centers currently has locations in Bergen, Hunterdon, Middlesex, Morris, Ocean and Union counties and 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 Fairleigh 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, it 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.

For more information, visit [www.RainbowAcademy.com](http://www.RainbowAcademy.com) or call 866-470-0262 to speak with the Center Director.

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