



MEDIA CONTACT:

Leslie Constans
KinderCare Public Relations
503-736-1851
lconstans@klcorp.com

Estela Chavez
Ketchum Public Relations
310-295-3309
Estela.Chavez@ketchum.com

**PRESCHOOL PARENTS SPEAK UP: KINDERGARTEN-READINESS
TOPS THE LIST OF WHAT MATTERS MOST**

Second Annual KinderCare® National Parents Survey Reveals Parents of Young Children Believe Early Learning is Preparing Their Preschoolers for Future School Success

Portland, OR – August 23, 2011 – An overwhelming 93 percent of parents of preschoolers believe that preschool or early learning programs are important in preparing their child for kindergarten and beyond, according to the second annual “Back-to-Preschool” national survey conducted by KinderCare Learning Centers. The nation’s largest private provider of early childhood education polled parents about what matters most to them as parents of preschool children.

Kindergarten-readiness is a recurring theme among parents surveyed. Key survey results include:

- The majority of parents of preschoolers surveyed believe core skills such as literacy and science are critical elements to an early learning program that sets up children for success in kindergarten.
- Seventy-eight percent of preschool parents surveyed think it is important for their child to be able to read before they enter kindergarten
- Four in five parents who think it is important that their child learn to read before kindergarten also think early childhood education/preschool is very important in preparing their child for kindergarten (81%)
- Ninety-three percent believe their child should be introduced to age-appropriate science programs in preschool
- Fifty-three percent of parents surveyed are also looking for a balanced, holistic approach to learning that blends social, emotional, physical and academic learning and development.

“We know that the most critical and formative years of learning start at the earliest ages and can set children on the right course toward future academic success,” said Megan Riede, Senior Director, Education Programs for KinderCare Learning Centers. “It’s encouraging to see from this year’s survey results that parents of preschoolers are more invested than ever in supporting early learning. We believe children begin laying the foundation for their learning career in infancy, which is why all of our programs combine a deep expertise in early education curriculum coupled with passionate, quality teachers.”

KinderCare preschoolers start school learning with fun every fall. This year, KinderCare centers will introduce hands-on activities and topics such as, “Me and My Family” and “All About Me” that allow children to grow and learn by developing skills in Language Arts, Creative Arts, Science & Sensory, Dramatic Play and Math & Manipulation.

Additional findings from the KinderCare Back-to-Preschool Survey include:

- Qualities that are most important in teachers, according to parents of preschoolers, are a fun and enthusiastic attitude (61 percent), affection for children (57 percent), and an engaging classroom presence (45 percent).
- Nearly three out of five parents of preschool-age children have their child enrolled in an early childhood education program or preschool (58 percent).

About the KinderCare® Back-to-Preschool Survey

Commissioned by KinderCare Learning Centers, the survey was designed and analyzed by Ketchum Global Research Network and fielded by Braun Research. The survey reached a national sample of 1,008 parents of children ages 0 to five from April 5-8, 2011. The survey has a margin of error of +/-3.1 percent.

About KinderCare® Learning Centers

Portland, Oregon-based KinderCare® Learning Centers, the nation’s leading early childhood education and care provider, operates more than 1,600 community-based centers across the country of which more than 600 are accredited by the National Association for the Education of Young Children (NAEYC) and the National Accreditation Commission for Early Care and Education Programs (NAC). Accreditation is awarded only to high-quality early childhood programs reviewed by a national commission comprised of recognized experts in child care and early childhood education. For more information, visit www.KinderCare.com.

###