

## FOR IMMEDIATE RELEASE

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### **Doodle Bugs! Children's Centers to Open First School in South Florida**

*New Lake Worth Location Under Construction; Grand Opening Slated for Early 2014*

**Buffalo, N.Y.** – [Doodle Bugs! Children's Centers](#), a leading early childhood education provider, announced today construction is almost complete for the first Florida location in Lake Worth, located in the Casa Brera Community on Hypoluxo Road, between Military and Haverhill Roads. The center is slated to open in early 2014 and is an integral part of the company's national expansion.

Unlike typical daycare, Doodle Bugs! is education-based and teaches students through its innovative and proprietary [BRAVO! Early Childhood Curriculum](#)<sup>®</sup>, which is focused on building the foundation of a child's cognitive, social, physical and creative development. By combining state-of-the-art facilities that feature pioneering curriculum, spacious classrooms, huge outdoor playgrounds, biometric security systems and WatchMeGrow Internet-access, Doodle Bugs! is now meeting the growing demand for quality early education and child care in South Florida.

"Research evidence overwhelmingly shows that participation in a high-quality early education program makes a critical difference in a child's development of language, vocabulary, early math and social skills," said Anthony Insinna, CEO of Doodle Bugs! "At Doodle Bugs!, we are passionate about making a difference in the community and promise to deliver the best and most trusted early childhood education for the families in and around Lake Worth as we have in Buffalo, Rochester and Pittsburgh communities."

The Lake Worth school can accommodate 185 children, infancy through age 12, and employs a teaching team that includes a center director and more than 12 degreed teachers.

"Our mission has remained the same since our inception more than 20 years ago — to build a community of happy children, happy parents and happy teachers," said Insinna. "We're eager to introduce families in and around South Florida to the 'Doodle Difference' and look forward to becoming an integral part of the community while helping children reach their full potential."

Founded more than 20 years ago by siblings Anthony, Clarine and Anna Insinna, Doodle Bugs! has remained family-owned and operated since its first center opened with 24 students. Today, the company is the official child care provider of the Buffalo Bills, Buffalo Sabres and Pittsburgh Steelers, operates more than 12 corporate and franchised locations from Upstate New York to Pennsylvania, and has expanded its 'Doodle Community' to more than 2,000 families.

According to the Institute of Education Sciences and National Center for Education Statistics, more than half of all mothers enter the workforce within a year of a child's birth, and 87 percent of previously employed women are back at work within nine months. Combining these statistics with the billion-dollar early childhood education industry's surging potential and parents' demand for enhanced child care, Doodle Bugs! is uniquely positioned to grow rapidly across Florida and is currently seeking qualified franchisees to fuel its expansion.

In addition to the Lake Worth location, which will be corporate-owned and operated, Doodle Bugs! plans to open additional preschool franchise locations in Florida communities. A preliminary agreement has recently been signed for a location in the Sarasota, FL area and site selection is currently underway.

Depending on the real estate selected, franchisees can expect the total cost of investment for one school to be approximately \$428,875 to \$952,500 for a leased Doodle Bugs! location and \$1,928,875 to \$4,395,000 to develop a Doodle Bugs! from the ground up. These investment ranges include a franchise fee of \$65,000.

For more information on Doodle Bugs! centers or franchising in Florida, visit [www.doodlebugs.com](http://www.doodlebugs.com) or call 866-668-5111.

**About Doodle Bugs!**

Since 1992, Doodle Bugs! has been building a community of happy children, happy parents, and happy teachers while being recognized as the leading child care and early education program in the Buffalo and Rochester communities. Doodle Bugs! provides high-quality child care and preschool programs that are second to none and exceed families' expectations for nurturing child care, early learning, safety, and convenience. For more information, visit [www.doodlebugs.com](http://www.doodlebugs.com).

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