



Sustained Growth in Texas-based Art Enrichment Franchise Company Shows Importance of Kids' Exposure to Arts

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KidzArt, Top Children's Art Franchise, Announces Services Now Offered in 27 States

PR9.NET November 20, 2007 - New Braunfels, TX - The decline in funding for the arts in school curriculums around the nation has been a key growth point for KidzArt, a Texas-based art enrichment company. The organization, which has been helping students ages 2-102 unleash their creativity for the past 15 years, recently announced that it now offers its services in 27 states, making it one of the fastest growing art franchise organizations in the nation.

In the past year and a half, KidzArt has launched 27 new franchises in 15 states. Its newest franchises are in Long Island, New York, Bergen and Camden Counties, New Jersey, Chattanooga, Tennessee, Oakland, California and West Atlanta, Georgia. The organization has seen tremendous growth in Florida and New Jersey, with six franchisees currently located in each hotbed area.

"It's a very exciting time for our business, says Chris Cruikshank, president of KidzArt. "The demand for our art instruction services is growing exponentially as educators and parents understand how crucial the arts are to a comprehensive and balanced education for their children. Our franchisees are coming on board, quickly ramping up to meet the demand and reaping the benefits of this great opportunity in the marketplace."

According to a report by the Arts Education Partnership, there is a critical link to reading, writing and math excellence in children who are exposed to art, drama and music as opposed to students who focus only on academics. With elimination of the arts due to extensive budget cuts in public schools, local recreation centers, after-school programs and YMCA's are looking to KidzArt to fill the gap.

KidzArt's programs are designed to let everyone, from kids and senior citizens, explore their inner artistic potential in a safe, structured, non-competitive environment. The organization has responded to the demand for Mommy and me, pre-school, teen and even adult art instruction with a unique "no mistakes" philosophy that builds confidence and self-esteem.

Art Innovators™, the organization's new adult art program, provides a creative outlet for adults through local clubs, community and recreation centers. The adult art curriculum is also presented through corporate workshops and classes to promote fresh ideas, creativity and critical thinking in our nation's workforce.

"Today's workplace is changing and power is shifting to people with right brain qualities such as inventiveness and innovation," said Cruikshank. "Our adult art program fosters creativity, brainstorming and problem solving which can cultivate a more productive workforce."

Franchising domestically since 2002, the company projects it will reach 200 franchises in just six years. KidzArt is also making plans for international expansion in the coming year.

Designated a "World Class Franchise" by the Franchise Research Institution (87% of KidzArt franchisees rated the overall quality of the franchisor as excellent, very good or good), KidzArt provides its franchise partners with centralized support from its New Braunfels, Texas headquarters. KidzArt provides a turn-key curriculum for students of all ages, tools and marketing support to assist in their franchisees' success. The initial start-up cost for a KidzArt franchise is \$75,000 to \$100,000.

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About Bizy Moms

Ekwa, an online integrated, interactive viral marketing tool that helps small business spread word about their endeavors, are two of the products inspired by the work-at-home phenomenon.