



MEDIA ALERT

FOR IMMEDIATE RELEASE

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PASCO CHILD CARE PROVIDER DONATES TWELVE SCHOLARSHIPS TO CHILDREN ON COALITION WAITLIST

Kids 'R' Kids of Wesley Chapel donates the equivalent of \$92,000 to sponsor twelve children from Pasco County who have been on a waiting list for subsidized child care services.

Twelve (12) children from Pasco County will be immediately removed from the Early Learning Coalition of Pasco and Hernando Counties, Inc.'s wait list for School Readiness services and enrolled for one free year at Kids 'R' Kids Learning Academy of Wesley Chapel, courtesy of that Early Learning Center.

Kids 'R' Kids is independently owned and operated as a franchise in Wesley Chapel, Florida. Mr. Bimal Bhojani opened the center in the summer 2009, providing innovative facilities and effective educational programs for children 6 weeks through 12 years of age.

"This is an opportunity to open up twelve (12) more spots for additional children to be enrolled into Early Learning programs. Parents can go back to work or school; it's a rippling effect," says Bimal Bhojani, Chief Executive of Kids 'R' Kids Learning Academy of Wesley Chapel. "This business is not about generating profits. I think it's really about generating something great for kids and I'm at a point in my life where I need to do something to give back for all the good things that happened to me. This is one thing I can do for someone else in return because without the children, the parents, and the community, there is no school."

Mr. Bhojani hopes that his efforts will entice other providers to give back to the community by offering one or two spots for children on the waitlist. "If each of the Coalition's 382 providers offered up a spot in their centers or programs, the waitlist could be dramatically reduced," says Bhojani.

"This is an incredibly generous and unprecedented program provided by Kids 'R' Kids," said Coalition Executive Director Jim Farrelly. "The Coalition's greatest need is spaces for children at high quality centers. Kids 'R' Kids has answered that call."

School Readiness funds are provided to pay a large portion of child care costs so parents may seek and maintain employment to support their families or attend school. Due to an increase of income eligible families in need of subsidized child care services and an increase in required placements, the Coalition retains a waitlist of over 1,200 children.

Community members interested in sponsoring a child for any amount should visit www.phelc.org/donate

For more information about the Kids 'R' Kids of Wesley Chapel, visit www.kidsrkidsboyyetteroad.com

For more information about the Coalition and its services, visit www.phelc.org.

About the Coalition

The Early Learning Coalition of Pasco and Hernando Counties, Inc. is one of 30 Early Learning Coalitions in Florida. Florida's Voluntary Prekindergarten (VPK) program is for all children who are four-years old on or before September 1st. School Readiness provides subsidized child care for low-to-moderate income working families. The nonprofit serves over 13,000 children between infancy and twelve-years old, working with more than 400 providers in the counties.

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