

Inspiring the creativity in every child!



NEWS RELEASE

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Recent Survey Reveals Kids in Art Programs Are Well Rounded *Findings are consistent with art-related research touting benefits of art education*

Reston, VA, November 1, 2010 – More than 400 parents responding to Abrakadoodle's 2010 Parent Survey revealed that kids who take art classes are well rounded. Abrakadoodle sent surveys to parents of children who had participated in Abrakadoodle programming and asked them to describe how their children spend their free time each week. Parents disclosed that their kids participate in a variety of activities. The average responses indicated that these children spend a large chunk of their time engaged in free play, either playing alone or with friends and family members. Childhood development experts agree that free play is vitally important to children's healthy growth. On average, these kids spend more than eight hours each week in free play. They also spend, on average, two to six hours engaged in each of the following activities: sports, media (computers, DVD, etc) and arts activities (art, music and dance).

"It's important for parents to realize that art programs are not only for arty kids" commented Mary Rogers, MA.Ed, and CEO of Abrakadoodle. "Art helps all children to develop imagination, creativity, and self-confidence – all important characteristics of a well-rounded child!"

Americans for the Arts is a leading national nonprofit organization dedicated to advancing the arts – see http://www.artsusa.org/information_services/arts_education_community/. According to that organization, "Current research has shown that arts education can play a critical role in a child's academic and social development.

Abrakadoodle, winner of nine Nickelodeon Parents' Picks Awards for "Best Art Class" and "Best Party Entertainer," teaches children a wide array of art forms and techniques based upon contemporary and master artists. Children learn a fine arts vocabulary and art history as they engage in creative lessons that teach them such art forms as painting, sculpting, drawing, designing collage and mosaics, creating with paper and fabric, as well as stamping, anime, and digital photography. Abrakadoodle uses an abundance of creative materials (bamboo brushes, sculpting materials, fabric, watercolors, acrylics and more) to inspire students' to engage in imaginative learning.

Abrakadoodle offers a wide variety of art programs. Twoosy Doodlers (ages 20-36 months), Mini Doodlers (ages 3 to K), and Doodlers (grades 1-6) are a series of ongoing classes that teach children a wide range of art forms and techniques based upon contemporary and master artists specializing in numerous art forms. Abrakadoodle's specialty art classes focus upon one aspect of art, such as Drawsters, in which children learn to draw animals, people, flowers, still life and more by using shapes, lines and other clever techniques to develop a unique kind of artwork. Abrakadoodle also offers Kids on Canvas, a program in which students learn about painting on canvas paper, canvas board and stretched canvas using acrylics. Anime makes use of Abrakadoodle's exclusive Anime Guide Book to help children explore the unique characteristics of an anime character. Did You Say Clay engages children in modeling and provides multi-cultural lessons that introduce students to sculptors and cultures from around the world that inspire them to sculpt with colorful shapes and designs. Green Kids in a Colorful World encourages kids to recycle and reuse materials by making art from water bottles, magazines and other recycled materials. Other programs include Garden Art Safari, Portfolio Kids, Cool Globes and many, many more.

Abrakadoodle art programs are designed for children ages 20 months to 14 years old. From single day art workshops to ongoing art classes, integrated and after school art instruction in schools, as well as vacation camps and arty parties, Abrakadoodle offers highly regarded programs at convenient locations throughout the community. To find programs near you, visit Abrakadoodle on the web. We also invite you to follow us on Facebook and Twitter.

About Abrakadoodle (www.abrakadoodle.com)

Abrakadoodle was co-founded in 2002 by award-winning educator/franchise developer Mary Rogers, MA.Ed, and children's services franchising expert Rosemarie Hartnett, CFE. Abrakadoodle is the most comprehensive art education company of its kind, offering extensive visual arts classes, in-school field trips, after school programs, workshops, camps, parties and events for preschool and school age children. The magic behind Abrakadoodle is the creative energy between a child and his/her art materials inspired by a well-trained teacher. Abrakadoodle uses safe, high quality Crayola® art materials and other superior products and supplies in its programs. The imaginative curriculum is developed by artists and educators and exceeds state and national standards for visual arts education.

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