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# Primrose Schools

The Leader in Educational Child Care<sup>SM</sup>

[www.primroseschools.com](http://www.primroseschools.com)

## Research Shows Primrose Schools' Students are More Prepared for Elementary School than Peers

*Balanced Early Childhood Education is Key to a Success in Elementary School and Beyond*

ATLANTA, May 25, 2011 /PRNewswire/ -- Primrose Schools, the leader in educational child care, announced today the results of its annual school readiness research. Parent feedback and the Bracken Assessment suggest Primrose students are significantly more prepared for elementary school than their peers. This year's report is a compilation of three years of Primrose parent surveys and six years of Bracken individual school readiness concept assessment results.

"Balance is key to how we define what it means to be ready for school," said Jo Kirchner, president and CEO of Primrose Schools. "School readiness is not only a child's mastery of concepts, but also important physical skills and social skills, including sharing, confidence and self control. We are so proud of how well our graduates transition to elementary school and beyond."

Results from the past six years of the Bracken Assessment, a nationally recognized assessment specifically designed for young children, show Primrose students attained a higher mastery of school readiness concepts – in most cases, twice the level of their peers. The Bracken results also indicate that Primrose students achieve 1.3 times more yearly growth than their peers. Feedback from Primrose parents mirrors the Bracken Assessment results. An external survey, conducted over the last three years by Unifocus, shows that Primrose parents rate their children above 90 percent in school readiness factors such as relating to peers, attitudes towards learning, classroom behavior, concern and caring for others and positive transition to elementary school.

"School readiness is a significant marker of success because it means we are preparing children for life," said Kirchner. "Nurturing guidance and attention to every part of a child's development during preschool helps them acquire not only math and reading proficiency but also compassion, strength, independence, resilience and a love of learning."

A growing body of research suggests that early childhood education is essential for later life skills. According to the National Scientific Council on the Developing Child, "the early years lay the foundation for a wide range of later developmental outcomes that really matter – self-confidence and sound mental health, motivation to learn, achievement in school and later in

life." And, a report from the National Research Council, *From Neurons to Neighborhoods*, confirms that from birth to age 5, development in all areas is rapid.

Primrose's Balanced Learning® Curriculum blends academics, play and character development to nurture a lifelong love of learning. In addition to core academic subjects, the curriculum includes enrichment programs in music, art, physical activity, sign language, Spanish and technology. It also includes character development programs that promote an understanding of concepts like friendship, generosity and honesty. Multiple opportunities for free-choice play throughout the day encourage children to use their imaginations in a setting that promotes social interaction.

To learn more about Primrose Schools' high quality early childhood education programs, its Bracken Assessment results and to hear from some of the Primrose moms whose children are "ready for school," visit [www.justaskprimrosemom.com](http://www.justaskprimrosemom.com).

### **About Primrose Schools**

Founded in 1982, Primrose Schools is the nation's leader in providing consistent, accredited early childhood education and [child care](#) services in more than 220 schools in 15 states. Primrose School's foundation is based on a dedicated and passionate group of early childhood professionals providing high quality education with a balance of learning, character development and play.

Primrose School's Balanced Learning® Curriculum blends teacher-directed and child-initiated activities and is consistently delivered in all Primrose Schools nationwide. This exclusive curriculum is standards-based and enables teachers to help children build a foundation of knowledge and skills that will enable them to move successfully from one level of development to the next. Primrose is the first preschool organization in the country to achieve the gold standard in educational accreditation from AdvancED and to require all of its schools to become SACS CASI or NCA CASI accredited. For more information, visit [www.primroseschools.com](http://www.primroseschools.com).  
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