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Primrose Schools® Announces Exclusive Partnership with The Music Class®

New, Enhanced Music Curriculum Supports Brain Development and Lifelong Musical Aptitude

ATLANTA (Jan. 18, 2011) – [Primrose Schools](#) proudly announces a new, exclusive partnership with [The Music Class](#), an award-winning, international music education company founded by musician and music educator Rob Sayer. The program will enhance Primrose's Balanced Learning® music curriculum by adding a rich library of music, companion classroom activities and an innovative "immersion" strategy with take-home CDs.

"We are constantly improving our educational child care approach with the latest research and innovations," said Dr. Mary Zurn, vice president of education at Primrose Schools. "The Music Class is a phenomenal program that will take our music learning to the next level. Our children will love the new songs, and our parents will enjoy singing along with them."

The new program, called [Rhythm and Notes® with music from The Music Class](#), emphasizes a variety of engaging classroom activities, developmental outcomes and the importance of bridging in-school and at-home musical activities. Each semester, parents will receive new CDs showcasing a new song collection for each age group from infants through kindergarten. The program is known for its extensive variety of music from cultures around the world, with selections like a Japanese folk song about flying kites or the harmonies of a South African street chorus.

"Music is a core component of a well-rounded early childhood education," said Dr. Zurn. "We all know how much children enjoy and respond to music, but not everyone realizes how important it is to brain development."

Early childhood music education has an effect on children's overall musical abilities and interest. In Edwin Gordon's seminal book, *Learning Sequences in Music*, he notes that the development of musical aptitude occurs from birth to age 9. During this key time period, children are most vulnerable to positive and negative influence. Without stimulation, musical aptitude will "atrophy."

A growing body of research suggests that exposure to music in early childhood not only enhances the child's ability to create and enjoy music, but also affects other aspects of brain development. In a 2009 study entitled *Training-induced Neuroplasticity in Young Children*, music training was shown to result in more neuron connections between the right and left brain. Furthermore, Shellenberg's 2004 study found that 6-year old children taking keyboard or voice lessons significantly improved their IQ scores.

The Primrose Schools' Rhythm and Notes curriculum takes the latest research into account to support children's music skills and brain development. Parents will enjoy continuing their child's

musical education at home and in the car with The Music Class CDs that complement classroom activities.

Primrose Schools is currently conducting a pre-launch pilot of the new program in multiple schools across the country and will roll out the new Music Class curriculum nationwide next fall.

About Primrose Schools

Founded in 1982, Primrose Schools is the nation's leader in providing consistent, high quality early childhood education and [child care](#) services in more than 200 schools in 15 states. Primrose Schools' foundation is based on a dedicated and passionate group of early childhood professionals who provide a balance of active 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 so they can 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.

About The Music Class

Founded in 1998, The Music Class Inc. is an international music education company developed by Rob Sayer. The Music Class programs are designed to unleash the musical potential of young children. With over 1700 students enrolled in our weekly parent/child classes in metro Atlanta, our Atlanta teaching center is the largest early childhood music education center in the country. The Music Class curriculum and materials are used in over 150 cities in North America and a growing number countries abroad. Our CDs have earned honors including The National Parenting Center's Seal of Approval and The National Parenting Publications NAPPA Gold Award.

For more information, visit www.themusicclass.com or email rob@themusicclass.com

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