



AroundTownKids.com Celebrates Its 6th Anniversary as the “Go-to” Resource for Busy Parents

FOR IMMEDIATE RELEASE

FRISCO, TX – April 2010 – AroundTownKids.com was born out of a need to serve the community and help parents find information quickly and easily. 6 years later AroundTownKids is still serving the community by giving back to its viewers with an anniversary party.

“We’re thrilled by the number of parents we have been able to help in the Metroplex for the past 6 years. It’s always exciting when moms tell us they have forwarded our site to a friend so that we can help them too. We’re all about helping the parents,” says Catherine Cates, Owner & Founder of AroundTownKids.com.

In appreciation of parents’ local support, AroundTownKids celebrates 6 years in business by hosting a Free Anniversary Bash at McDonald’s. The party will take place on Sunday April 25 @ 1-4pm at McDonald’s 370 E. Stacy Rd, Allen. The party will feature two of McDonald’s favorite characters, Hamburglar and Grimace as well as “Behind the Scenes” kitchen tours from 2-4pm, Bounce House, Free Train Rides and lots of prizes for the kids.

“It’s all about the kids and helping families spend more quality time together – whether it’s a “Mommy & Me” story time for the little ones, enjoying a family outing or planning the perfect party - we strive to be the best resource for DFW families.”

Six years ago, Cates founded AroundTownKids.com, a site that offers hyper-local event coverage to parents in communities across DFW. “We’re excited and proud to be celebrating 6 years of business particularly in this economic climate,” said Cates. Having a very young child at the time gave this new mom the idea to develop one centralized location for information that parents had been spending hours surfing the web or flipping through newspapers to find. “Why not put all this useful information in one place so parents can stop surfing and start doing?” Cates asked. AroundTownKids.com puts answers right at parents’ fingertips with their searchable events calendar and easy-to-navigate site. With information just “one click away” on AroundTownKids.com, parents have more free time with their families.

AroundTownKids.com was founded in 2004 as Collin County’s original kids’ event calendar and online parent resource guide. The site offers a weekly e-newsletter, coupons, monthly contests including free birthday parties, event listings in Collin County and across DFW, reviews of local businesses, events, and family-friendly locales, and much more. Staffed by a team of Collin County mom specialists, AroundTownKids.com has quickly become the “go-to” site for busy parents in the area.

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www.aroundtownkids.com