



FOR IMMEDIATE RELEASE

AroundTownKids Presents Fall Family Events to DFW Parents

*“Go-to” resource for parents
featured on FOX 4’s “Good Day”*

FRISCO, TX – October 2009 – When KDFW-TV FOX 4’s “Good Day,” needs advice on the perfect seasonal outing for parents and their kids, the hit morning show turns to North Texas’ AroundTownKids for the answers. Catherine Cates, founder, owner and editor of the popular parenting site, recently presented five not-to-be-missed, FREE Fall Family Events for viewers.

“There is just so much out there for Metroplex families,” said Cates. “Fall in Texas is the time to take advantage of our beautiful weather and spend some quality time together.”

FOX 4 Anchor Steve Noviello hosted the segment, which featured “Fall Family Fun” all over the Metroplex, including:

- **Hayrides** – Hayrides are the signs of Fall and can be found at several area locations across the metroplex including Grace Avenue United Methodist Church, Frisco & the Flower Mound Pumpkin Patch. Both are Free!
- **Pumpkin Decorating** – the Dallas Arboretum hosts the Great Pumpkin Festival in the month of October with the grand finale taking place on Halloween night for Trick-or-Treat amongst the Storybook Playhouses.
- **Safe Trick or Treating** – occurs throughout the metroplex at various locations including Frisco’s Safety Town and McKinney’s “Scare on the Square.”
- **Free Crafts** – first Tuesdays are free craft day for young children and one adult at the Dallas Museum of Art.
- **“Boo at the Zoo”** – Trick or treat at both the Dallas and Fort Worth Zoos. An annual tradition enjoyed by many- young and old.

Cates has appeared several times on “Good Day,” which is DFW’s top-ranked morning show. AroundTownKids offers seasonal advice on a host of hyper-local and large-scale family-friendly events and activities in the area.

Sharing this useful information with parents all over the Metroplex via local broadcast outlets is part of the mission of AroundTownKids, which aims to give parents back time with their kids by doing the leg-work of finding quality activities for them.

“We exist to help parents find the information they need quickly. We do the work so they don’t have to! This enables them to spend more time with their kids and less time searching for events and information, said Cates. “AroundTownKids specializes in the kind of hyper-local coverage that

parents are seeking, but done on a large scale that makes it a viable tool for parents all over the Metroplex. As we expand to other markets across the country, we aim to extend that time to parents nationwide. Time with your children is a gift you can always use.”

Five and a half years ago, Cates founded AroundTownKids, a site that offers hyper-local event coverage to parents in communities across DFW. “We’re excited and proud to be celebrating 5 years of business particularly in this economic climate,” said Cates. The birth of her son immersed Cates in a new parenting world of story times and jungle gyms, of which this successful professional career woman knew nothing. She flipped through piles of magazines and newspapers on a weekly basis, seeking out the best in educational, fun, low-cost activities for her son. Knowing that other parents were going through the same thing, Cates started posting her information. Today, Cates employs a team of on-the-ground local mom specialists who seek out activities in their areas and contribute to the growing site.

AroundTownKids.com recently celebrated the launch of its new interactive website, which is easier to navigate with a fresh, streamlined look. It includes new features such as a searchable events calendar, classifieds, job postings, member benefits and community news.

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.

www.aroundtownkids.com

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