



FOR IMMEDIATE RELEASE

AroundTownKids Offers Advice on Kid-friendly Events to Metroplex Parents

*Go-to resource for parents
featured on FOX 4's "Good Day"*

FRISCO, TX – March 23, 2010 – 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 six not-to-be-missed, low-cost spring events for viewers.

"There is just so much out there for Metroplex families," said Cates. "This spring season is the time to take advantage of our fantastic Texas weather and spend some quality time together."

FOX 4 Anchor Lauren Przybyl hosted the segment, which featured fun spring activities all over the Metroplex, including:

- **Bowling with the Easter Bunny at Strikz in Frisco** – Strikz in Frisco brought Easter's biggest star, the Easter Bunny, to demonstrate a bunny strike. As the crowd cheered, the bunny was "all ears" and all cheers. Bunnies can bowl!
- **Tropical Butterfly Exhibit at the Fort Worth Botanic Gardens** – What's more "spring" than beautiful butterflies? The Fort Worth Botanic Garden loaned some of their star tropical butterflies for this unique occasion.
- **Easter in the Park & Pooch Parade at Lee Park** – A couple of dapper doggies were all dressed up and ready for a parade – specifically, the 25th anniversary of Easter in the Park at Lee Park, which featured a pooch parade, costume contest, and free concert from the Dallas Symphony Orchestra.
- **Pictures in the Bluebonnets** –Because of the cold weather this past winter, this spring's Texas bluebonnet crop is the best it's been in 40 years. Cates encouraged parents to take the opportunity to get some great shots of their family in Texas' state flower. Cates also mentioned that the Texas Department of Transportation has a bluebonnet hotline to get ideas for the best places to go in your area. Call 1-800-452-9292 for more information.
- **Picture-frame Craft** – Cates encouraged parents to get kids in on the fun of preserving and displaying their bluebonnet pictures by decorating frames with easy foam stick-on kits, available at any local craft store. She also encouraged parents to check out Target First Saturdays at the Nasher Sculpture Center with their kids. The first Saturday events are free for children and feature crafts, games, and more to inspire their creativity there at the Nasher.
- **Mrs. Baird's Factory Tour** – A beloved Dallas landmark is perfect for a group outing of your child and their friends. The kids will enjoy the behind-the-scenes workings of a real factory, and the smell of freshly-baked bread will permeate the tour, as well as your memories. Cates reminded parents to schedule the tour well in advance and check the website for particulars on what to wear.

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. In the past, Cates has been called upon to present fall and winter event ideas that parents could afford and kids could enjoy.

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.

“Our purpose is to share with moms and dads all over the Metroplex what the parents on our site already know – that letting someone else do the leg-work for you saves you precious time to spend with your little ones,” 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.”

Six years ago, Cates founded AroundTownKids, a site that offers hyper-local event coverage to parents in communities across DFW. The birth of her son, Kyle, 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 an army 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.

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