



FOR IMMEDIATE RELEASE

## **New Local Website that Helps Parents Search for Kids' Events & Activities Expands into McKinney TX**

FRISCO, TX – October 2005 – Looking for something for the kids to do —whether it's finding a story time, planning a birthday party that will keep everyone entertained, or learning how to play an instrument — can sometimes be more effort than it's worth. AroundTownKids.com can put the answers right at your fingertips.

AroundTownKids.com is an amazing Online Parent Resource Guide and Event Calendar that allows parents to search for kids' events and activities. Time is important, especially for busy stay-at-home moms and working parents. It's a one-stop shop that's convenient, open 24/7 and never gets lost. Moms and Dads can surf the website to find what they need when their kids are sleeping.

**Started over a year ago** in Frisco TX by owner and editor, Catherine Cates, AroundTownKids.com recently expanded into McKinney TX. AroundTownKidsMcKinney.com is structured exactly the same way as the Frisco site except it includes information on McKinney events and businesses.

AroundTownKids.com lists information on kids' events, birthday parties, doctors, entertainment venues, daycares, summer camps, and much more throughout Frisco and now McKinney. AroundTownKids.com also includes an extensive list of coupons on the COUPON Page so parents can start printing and saving today!

Being a mother herself, Ms. Cates knows how expensive birthday parties can be. To help local parents with the cost of parties, AroundTownKids gives away one free birthday party each month for Frisco and one for McKinney parents.

Before becoming a stay-at-home mom herself and frustrated by a lack of one centralized place for moms to find information, Ms. Cates had a successful 15 year career in sales and marketing. "I saw the need and knew the timing was right. There was nothing like this on the internet at the time so my idea was born into a business. Moms need something like this to find out what's happening and where. AroundTownKids.com can also be used as a resource for parents planning a birthday party, looking for a new physician or searching where their kids can eat for free. For families that are new to the area and figuring their way around AroundTownKids.com is an absolute must."

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

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