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Click and Go: AroundTownKids Launches New Website

*Go-to resource for parents
offers new interactive website*

FRISCO, TX – October 2009 – AroundTownKids is proud to announce the launch its newly retooled website, offering even more interactive features to help parents in the Metroplex minimize time spent planning things to do with their children, and maximize time spent enjoying their families.

The fresh, streamlined look of the new site allows for easy access to:

- Searchable events calendar
- “Mom on the Go” reviews
- Classified ads
- Job postings
- Community news
- Member benefits with free membership for users
- Coupons and contests page accessible from any page
- Search features for finding items within the site at the click of a button

“We took the most popular features of our original website and made them even easier for parents to use,” said Catherine Cates, founder, owner and editor of the popular parenting site. “As we grow and expand to other markets, the new AroundTownKids site will allow us to continue specializing in the kind of hyper-local coverage for which our parents depend on us. Our new site allows for more interactivity from our parents.”

The popular “Mom on the Go” feature, reviews of local businesses, events, and more, gets its own page on the new website, allowing users to read all the reviews in one convenient place. An enlarged member benefits area allows users to submit their own classified ads, manage the contests they enter and event ideas they submit.

AroundTownKids offers seasonal advice on a host of hyper-local and large-scale family-friendly events and activities in the area.

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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