



FOR IMMEDIATE RELEASE

AroundTownKids Expands into Plano TX

FRISCO, TX – March 2007 – DFW’s most popular website, AroundTownKids.com has now expanded into Plano TX. **Started three years ago** in Frisco TX by owner and editor, Catherine Cates, AroundTownKids.com recently expanded into Plano TX by creating a fourth new website, while continuing event coverage throughout the metroplex.

“We have had such an incredible response from local parents for the past three years. Plano parents were now asking for their own website and we were ready to give them what they need!” Ms. Cates commented on the recent expansion.

AroundTownKidsPlano.com is structured exactly the same way as the other three sites except it includes information on Plano events and businesses. AroundTownKids.com includes three other websites as well – AroundTownKidsFrisco.com, AroundTownKidsMcKinney.com, AroundTownKidsAllen.com – all of which can be accessed through AroundTownKids.com.

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. Great for busy parents, Moms and Dads can surf the website to find what they need when their kids are sleeping.

AroundTownKids.com lists information on kids’ events, birthday parties, doctors, entertainment venues, daycares, summer camps, and much more throughout Frisco, McKinney, Allen and now Plano. Event coverage extends throughout DFW. AroundTownKids.com also includes an extensive list of coupons on the COUPON Page so parents can simply click, print and start saving today!

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 use 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

###