



In Time for the Holidays: AroundTownKids Releases Website Updates

*DFW's Favorite Online "Go-to"
Resource for Busy Parents*

FRISCO, TX – November 2010 – AroundTownKids is excited to announce the release of website updates allowing for easier navigation. "Easier navigation means less time searching for what you need and more time spent enjoying the events and activities found on AroundTownKids.com," says Catherine Cates, owner and founder of AroundTownKids.com.

"We are continually improving and updating our site to meet parents' expectations and keep up with trends," explains Ms. Cates. The most recent updates may not be so obvious to the un-trained eye, but are intended to ensure a smoother navigation process.

AroundTownKids works hard to keep the information current and complete. "We search for the information so parents don't have to! Parents can come to our site to find out everything they need – from family-friendly events to birthday party locations to the latest in community news." During the holidays everyone has a busy schedule. Parents really appreciate coming to AroundTownKids.com to find all the latest in holiday events and activities with one click.

To make it even easier to find events, AroundTownKids is the only local online calendar that offers segmentation of events. While not a new feature, this is particularly helpful to parents during the holiday season. Want to find out when Santa Claus is at the mall? No problem! Simply go to the large calendar and click on the link specifically set up to find Santa at the mall. Want to find out where the holiday lights are? Again, go to the large calendar and click on the link. If you're not sure what you'd like to do and would like to explore all of your options, click on the date for a list of all event types to display.

"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, particularly during the holidays."

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 across DFW, reviews of local businesses, events, and family-friendly locales, a large Facebook and Twitter following and much more. Staffed by a team of Collin County mom specialists, AroundTownKids.com continues to be the "go-to" site for busy parents in the area. Born out of necessity from the founder's own experience, six and a half years later, AroundTownKids.com is still serving the community.