



AroundTownKids Summer Activities Guide Released

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

FRISCO, TX – June 2011 – The “much anticipated” annual summer activity guide is now available on the AroundTownKids website. It is so popular inquiries have been coming in for several months in advance.

Every year AroundTownKids.com publishes a variety of lists geared towards summer. “We publish these lists such as Day Trip ideas, Water Parks & Pools, Boredom Busters and the most popular 100+ Activity Guide to help parents plan for summer” explains Catherine Cates, owner and founder of AroundTownKids.com. “We know summer can get long and kids need to occupy their time. These lists give parents plenty of ideas for places to go and things to do.”

Summer can be a real dilemma for working parents or parents who work from home. Ms. Cates says she knows from her own experience. Keeping the kids busy in camps is a necessity for those who work. For those who have a more flexible schedule, weaving in some summer camps with other activities is a great way to occupy kids. As the summer drags on, even parents who don't work need ideas to keep their kids entertained. AroundTownKids, founded by a mom and staffed by moms, realizes this need. “We work hard to gather ideas and create extensive lists to give families choices how they'd like to use their time. Summer is an excellent time to strengthen that bond with your children, explore fresh places and learn new things. Based on the emails we receive from parents, it seems we are helping out the community and that gives us a sense of satisfaction and purpose,” adds Ms. Cates.

In addition to its summer activities guides, AroundTownKids.com has included a wildly popular summer camp guide since its inception seven years ago. AroundTownKids.com is known for its easy-to-navigate and vast directory of businesses. Summer camps are no exception. The summer camp directory includes all types of categories parents commonly search for – everything from sports to art to overnight camps and the continuously sought-after Vacation Bible Schools.

To assist parents in their decision-making process of where to go, AroundTownKids developed a unique feature called “*Mom on the Go*” reviews way before blogs were invented. These reviews are written by moms for moms and include helpful tips of how to better enjoy your destination. Reviews are written about local businesses even summer camps.

Summer is a time when the kids are home and parents can enjoy more quality time with them. Being a mom herself, Ms. Cates understands this situation and does her best to ensure that AroundTownKids' content coincides with these family values. “Our team does its best to make certain that we provide the most up to date and complete information all year round with summer as an extended emphasis. All of our content reflects the family's need to spend more quality time together. This includes our aforementioned reviews, early bird discounts and comprehensive directories as well as articles on summer safety, vacation ideas, boredom busters, and more.” To ensure your kids don't get rusty over the break, summer reading programs are also listed.

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, family-friendly events, business directory, 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, seven years later, AroundTownKids.com is still serving the community.