

Children of America Launches New Principal Certification Program

DELRAY BEACH, FL – World Wide Child Care Corp. (Pink Sheets: WWCC) announces that its subsidiary Children of America is launching a new Principal Certification Program, as part of a larger effort to enhance the educational value of its national chain of child care centers.

Children of America's new initiative will require all of its current and future child care center directors to undergo a four month educational management program in order to become certified principals.

"We feel this is the right time to elevate the role of our administrators to encompass our goal of obtaining NAEYC accreditation in all of our current and future early education programs," said Thad Pryor, CEO of Children of America.

NAEYC is the National Association for the Education of Young Children located in Washington D.C. This national association sets the standards for early childhood programs. The NAEYC academy oversees the program for obtaining national accreditation. This process requires teamwork at the school level to conduct an in-depth self study of all aspects of their programs including input from staff and parents.

"Obtaining an accreditation status at our schools will give us a national acknowledgement that we are providing high quality care and education for young children," said Dr. Vicki Folds, VP of Education and Professional Development for Children of America.

In February, Children of America will also roll out a new company-wide enhancement program to earn full NAEYC accreditation for all of its child care centers. The program, developed by Dr. Folds, includes new customer service standards, adoption of NAEYC's Code of Ethics and additional educational management directives based on NAEYC standards.

Dr. Folds is currently on the Consulting Editors Panel for NAEYC and reviews articles for its Young Children Journal as well as future books for publication. She is one of the originally trained validators for the NAEYC accreditation program during its initial inception.

Children of America currently operates 16 centers in Virginia and Pennsylvania and will open 32 additional facilities in 2008 in New York, New Jersey, Delaware, Maryland, Michigan, Illinois, Pennsylvania and Virginia. The company also plans to open 300 new childcare centers throughout the Midwest.

About Children of America

Founded in 1999, Children of America is a subsidiary of World Wide Child Care Corp. (WWCC), formerly known as International Child Care Corp. (ICCR).

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