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### Is Franchise Success Seasonal? For Child Care It Is...

*Doodle Bugs! Children's Centers offers insight on seasonality of the child care industry in time for fall*

**BUFFALO, NY (August 14, 2013)** – Children are born every day. Parents relocate all the time. Unhappiness in current child care selections occur weekly. Those looking into child care as a franchise opportunity could easily assume there's no seasonality in this industry. They'd be wrong, according to Anthony Insinna, president and CEO of Doodle Bugs! Children's Centers, a franchisor of high-quality, education-based child care.

The Buffalo-based organization says there are three key periods when enrollment peaks, and thus a specific time of year that's optimal for franchisees when opening the doors of a new location.

"The fall season sets up a child care franchise for success. The enrollment numbers are higher than any other time in the year due to children and parents going back to school, so it seems appropriate to start the business off strong by opening the doors at this time," Insinna said. "We've capitalized on this season for 10 of our 12 centers and have seen a stronger, shorter ramping period as a result. We work meticulously with our franchisees to plan trainings, construction and marketing around a fall opening."

According to Insinna, other child care franchisors will claim there is no seasonality in the business. While child care needs are constant throughout the year, the ultimate success is based on how quickly a franchisee gains enrollment and begins making a profit; therefore, opening a business during a time when it's guaranteed to see a spike in interest makes the most sense.

"As a result of child care and school being top of mind for many people come August and September, we generally see an increase in those interested in franchising with us; families come off summer vacation, rejuvenated and energized for a business opportunity," said Russ Gugino, director of franchise development for Doodle Bugs!.

Doodle Bugs! Children's Centers cares for and educates children from six weeks to 12 years of age, including Preschool/Pre-K and Summer Camp programs. The BRAVO! Curriculum<sup>®</sup>, which is professionally designed and exclusive to Doodle Bugs!, combines theme-related, age-appropriate classroom experiences, all-inclusive enrichment activities and a series of center events.

Depending on the real estate selected, franchisees can expect the total cost of investment for one school to be approximately \$428,875 to \$952,500 for a leased Doodle Bugs! location and \$1,928,875 to \$4,395,000 to develop a Doodle Bugs! from the ground up. These investment ranges include a franchise fee of \$65,000.

Founded more than 20 years ago by siblings Anthony, Clarine and Anna Insinna, Doodle Bugs! has remained family-owned and operated since its first center opened with 24 students. Today, the company is the official child care provider of the Buffalo Bills and Buffalo Sabres, operates more than 10 corporate and franchised locations from Upstate New York to Pennsylvania, and has expanded its 'Doodle Community' to more than 2,000 families.

For more information on Doodle Bugs! franchising, visit [www.doodlebugsfranchise.com](http://www.doodlebugsfranchise.com) or contact Russ Gugino, director of franchise development, at 866-668-5111.

### About Doodle Bugs!

Since 1992, Doodle Bugs! has been building a community of happy children, happy parents, and happy teachers while being recognized as the leading child care and early education program in the Buffalo and Rochester communities. Doodle Bugs! provides high-quality child care and preschool programs that are

second to none and exceed families' expectations for nurturing child care, early learning, safety, and convenience. For more information, visit [www.doodlebugs.com](http://www.doodlebugs.com).