



AroundTownKids Summer Camp Guide Now Available

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

FRISCO, TX – March 2011 – The “much anticipated” annual summer camp guide is now available on the AroundTownKidsAllen.com and AroundTownKidsMcKinney.com websites as of March 1st. The corresponding summer camp guides for the Frisco and Plano websites were released February 1st.

Every spring AroundTownKids.com publishes their annual online summer camp guide. “We publish our guide early in the spring allowing parents to take advantage of *early bird specials* offered by our advertisers” explains Catherine Cates, owner and founder of AroundTownKids.com. “Sometimes,” she adds, “we receive requests as early as December.”

Parents eagerly await the extensive online guide as a way to prepare for the upcoming summer. “For our working parents, planning ahead is a necessity we do our best to accommodate. Even stay-at-home moms looking to save on registration discounts and organize their summer schedule appreciate our early release dates,” Ms. Cates states.

Since its inception seven years ago AroundTownKids.com has included a wildly popular summer camp guide. 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.

“Many new camps pop up every year that moms want to know about. AroundTownKids works hard to make sure parents are informed about the newest camp options included in our camp guide,” says Ms. Cates. “Our *‘Mom on the Go’* reviews are a feature unique to AroundTownKids. To assist parents in their decision-making process, we include camp reviews in this section, written by moms for moms.”

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 much more.” Stay on the lookout for more summer fun tips such as their free summer activity guide and day-trip planner.

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, almost seven years later, AroundTownKids.com is still serving the community.

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