

PRESS RELEASE

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FOR IMMEDIATE RELEASE

KIDZ MEADOW CHILDCARE & DEVELOPMENT CENTRE: WHERE FUN & CREATIVE LEARNING BEGINS

In August 2008, MERCUTM Learning Point, a subsidiary of Association of Muslim Professionals (AMP), has renamed its early childhood centres to 'Kidz Meadow Childcare & Development Centre'. Kidz Meadow represents a learning environment which is full of joy and enthusiasm, hence the tagline 'where fun & creative learning begins'. The latest addition to Kidz Meadow is located at Buangkok Crescent. It is the first and only centre by Kidz Meadow, which offers infant care programme.



Kidz Meadow believes that learning can be fun and children learn best through direct hands-on experiences. Since 2007, Kidz Meadow centres have incorporated Integrated Project Work in the curriculum. This in line with PM Lee's call (National Day Speech 2008) for childcare centres to be of higher quality since "many working mothers depend on formal childcare arrangements...".

Parents raved about this approach of 'learning through play'. Mdm Chong Yoke Eng commented at a recent mini exhibition of children's project work, "*I would like to express my appreciation to the teachers for their hardwork in teaching the children about dinosaurs and doing exclusive research with them. As a working parent, I do not have much time to do research with my child and also lack the knowledge about dinosaurs. Many thanks too for exposing my child to project work at such a young age. For the benefit of the children, please have more of this kind of activity in the future.*"

The Senior Manager for the Early Childhood unit, Mdm Norliza Amin, explained, "*Project Work differs from the structured thematic approach. Project activities will include field trip, investigations through books, Internet research and discussions among the children. Children are encouraged to use a variety of media to represent their learning. Project work ends with a project culmination event and exhibition where parents will be invited to view the children's work on showcase. Project Work or Learning Through Play gears towards developing curious and inquisitive minds, which will take the children on the journey from developing lower concrete thinking skills, to the higher order of critical thinking skills. The result? A child who is capable, creative and curious and is given free rein to explore and do things for themselves.*"

Kidz Meadow Childcare @ Buangkok, is the first and only centre to offer infant care programme. It caters to infants aged 2 months to 17 months old. The centre provides different areas for children to develop and improve on their cognitive skills, language skills and fine motor skills. The pool of dedicated and qualified teachers at Kidz Meadow Childcare Centres ensures that the programme is well-delivered and achieves its objectives.

Kidz Meadow Childcare @ Buangkok also offers childcare and student care programmes. To know more about Kidz Meadow programme, visit the **Kidz Meadow Childcare @ Buangkok Open House on 18 October 2008 from 10am to 4pm**. It is located at **Blk 979C, Buangkok Crescent, #01-105, Singapore (533979)**.

About MERCUTM Learning Point

MERCUTM Learning Point is an education and training provider that offers a comprehensive range of programmes and services to the general public, corporate, grassroots organisations and other Voluntary Welfare Organisations (VWOs). Set up in 1999, MERCUTM has an extensive network of early childhood centres, student care centres, learning centres and a private school.

MERCUTM comprises of Kidz Meadow - a kindergarten and three childcare centres, two student care centres, three learning centres that offer academic and enrichment for students and a Private School offering private GCE 'O' and 'N' Level programmes.

We kindly request the media's support and assistance to inform members of the public of these programmes so that they may take advantage of its benefits. Should you require more information, please contact Ms Sumarni at 6346 8301 or e-mail: sumarni@merculearning.com

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