



Contact: The Polite Child

20026 NE 190th Court
Woodinville, WA 98072
425.844.9711 (ph)
425.788.7095 (fx)

The PoliteChild™ Expands Courses into Southern California Public School District

Woodinville, Wash. – July 28, 2003 – The PoliteChild, Inc. today announced that it will offer two social skills courses starting this school year at Dr. Carreon Academy, a new magnet school in The Desert Sands Unified School District in the Palm Springs/Palm Desert region. Dr. Carreon Academy is adding the courses to its regular academic classes and schedule beginning this coming school year which begins in September.

The PoliteChild, based in Woodinville, WA., is a program dedicated to developing social skills in children of all ages — from toddlers to teens — by building solid foundations for learning and using proper social behavior, good manners, and etiquette.

“This is a terrific opportunity for our company as well as for the Desert Sands Community,” said President and PoliteChild Founder, Corinne Gregory. “Desert Sands Unified has selected our programs specifically because they appreciate the importance of students’ social skills on the education process and recognize our unique, successful approach for students and families.”

Desert Sands Unified’s Assistant Superintendent Darlene Dolan stated, “Every child needs to have good social skills in order to get along in today’s society. This curriculum is another part of the District’s implementation of our new Code of Ethics.”

Gregory says The PoliteChild will train teachers at the school to teach the new course to students.

All students in grades 1-5 will participate in two of The PoliteChild’s socials skills programs. In September, they will begin with the “SocialSmarts™” course for GradeSchoolers, followed by the second in the series of “Exploring the Virtues” courses. Additional schools in the District are actively working to adopt PoliteChild courses in the near future, which will significantly expand the Company’s existing clients base in the immediate area.

Gregory is not surprised at the growing attention the Company’s programs are receiving. “The pressures of both budgetary issues along with the mandates of the No Child Left Behind Act are causing schools to do in-depth examinations of their educational performance,” she said. “With studies showing that up to 45% of the public school teachers spending more time on keeping order in the classroom than they do teaching, along with dwindling funding for schools, we have to do everything we can to provide optimal educational environments and make sure our kids are ready to learn. After all,” she continued, “you can’t teach them until you have their attention.”

About The PoliteChild, Inc. The PoliteChild is the premier program dedicated to developing excellent social skills in children of all ages — from toddlers to teens — by building solid foundations for learning and using proper social behavior, good manners, and etiquette. The goal of The PoliteChild is to help parents, educators, and others develop young people that have strong self-esteem and confidence, and are socially comfortable and proficient in handling a myriad of social interactions and situations. For more about The PoliteChild, visit the website at www.politechild.com.

About Desert Sands Unified School District. Desert Sands Unified School District, serving K-12, provides comprehensive educational programs and services with significant special education, vocational and early childhood programs to a multi-ethnic student population with diverse socio-economic and cultural interests. Desert Sands Unified School District also offers many Staff Development programs, giving teachers an opportunity for career advancement. For more information about the District, or about Dr. Carreon Academy, please visit the District web site at <http://www.dsusd.k12.ca.us/ds1/>.

About The No Child Left Behind Act. For more information on the No Child Left Behind Act, please see www.nclb.org.

Copyright © 2003 The PoliteChild Inc. All rights reserved.

###