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FOR IMMEDIATE RELEASE

**INSPIRING OUR YOUNGEST EMPLOYEES:
The New York Kids Club has the Formula**

MANHATTAN, NY—Pam Wolf, 45 understands the importance of recognizing and rewarding employees. Ms. Wolf, a mother of four and the successful entrepreneurial guru behind the 7 million dollar per year Manhattan based New York Kids Club shares that more than 98% of her employees happen to be under the age of 30.

“Employees need to feel valued, appreciated and encouraged each and every day. As a company we are constantly seeking to find new and creative ways to recognize and inspire our team,” explains Wolf.

In collaboration with Director, Gair Morris, 34 and Director of Operations, Crystal Roberts, 26 Ms. Wolf is committed to making the New York Kids Club the best place to work in the industry.

In addition to providing mini-medical and vacation package plans to hourly employees, the New York Kids Club hosts monthly company wide social gatherings, an annual “Employee Achievement Awards” presentation honoring the individual and team accomplishments of New York Kids Club employees and a quarterly “Founder’s Five” cocktail party for five top employees at the home of Ms. Wolf.

Instructor Tracy Iannone, 25 was recently awarded the coveted "Instructor of the Year" star trophy. "I am so honored to have been selected to receive this award. I love working for a company that does so much to recognize the hard work of employees," shares the enthusiastic gymnast.

Employees are personally presented with gift cards and surprised with staff breakfasts when demonstrating good attendance as a team by the Director.

Team members meet to participate in free Gymnastics, Yoga, Rock Climbing, Martial Arts and Dance classes on a rotating basis throughout the year. As Director, Gair Morris adds, "It just makes good sense... physically fit and healthy employees are happier and more productive."

Operations Team members attend monthly off-site breakfast meetings in the cities best hotel restaurants where their accomplishments are shared and applauded. "In addition to building team spirit, company loyalty and camaraderie, the meetings

remind our young employees of the importance of celebrating and enjoying their lives in New York City," shares Ms. Roberts.

In addition to her role as Director of Operations, Ms. Roberts was recently appointed by Ms. Wolf to serve as the companies "Confetti Coordinator," organizing employee thank-you events, prizes and company wide recognition opportunities designed to commemorate everyday successes.

Ms. Wolf surmises, "While compensating employees is important, I believe inspiring energy and creativity through recognition of jobs well done ultimately translates to happier employees and by way a more enriching experience for our clients."

Founded in September of 2001, The New York Kids Club serves as Manhattan's premier childhood enrichment facility for young people ages 6 months – 12 years, offering unique and innovative programming options for growing bodies and inquisitive minds.

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