



PRESS RELEASE

FOR IMMEDIATE RELEASE

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**Kids and Parents Get "Fired Up" for Creative Development
at the new Kids 'N' Clay – McLean Pottery Studio**

Berkeley, CA – Thursday, September 14, 2006 – Kids 'N' Clay Pottery Studios (www.kidsnclay.com) are pleased to announce the opening of their newest DC area location in McLean, Virginia. The **McLean** studio will hold a **GALA Grand Opening next Saturday, September 23rd from 10 am to 5 pm** at the **Chesterbrook Center, 6252 Old Dominion Drive** (McLean).

Dima Haidar, the local owner and studio manager, is excited to bring Kids 'N' Clay to Northern Virginia. As a mother of three, Dima is vitally aware of the dramatic effect that the creative arts can play in children's development and success in life. ¹

"I receive great pleasure seeing kids (*and big "kids" too!*) learn and grow by letting their imaginations and creativity blossom", says Dima. Ms. Haidar is an experienced business entrepreneur, having created, developed and transferred several businesses including a successful import/export enterprise and a flourishing women's fitness studio. Dima continues; "Now, my attention is on helping the children of our community thrive through positive educational programs. And, it's important that they have fun, too!"

Kids 'N' Clay offers a variety of programs, including ongoing wet clay sessions, paint-your-own ceramics, Storybook Clay™ and Art Adventures™. As part of the national expansion of the Kids 'N' Clay system, the McLean studio is the second location to open in the DC metropolitan area; the first studio in the area opened in Baltimore earlier this year and a third studio is currently in development in Stafford, VA.

¹ Living the Arts through Language + Learning: Shirley Brice Heath, Stanford University and the Carnegie Foundation for the Advancement of Teaching, Americans for the Arts Monograph, November 1998
http://www.americansforthearts.org/public_awareness/facts/

ABOUT KIDS 'N' CLAY: Kids 'N' Clay Pottery Studio, founded in Berkeley CA in 1988 by recognized and collected ceramic artist Kevin Nierman, has achieved national acclaim for its innovative programs, as documented in the best-selling book "The Kids 'N' Clay Ceramics Book" (*Ten Speed Press*). Due to the continuing cuts to extracurricular programs within the schools, combined with the success of the book, Mr. Nierman had been receiving calls over the last few years from all over the U.S. regarding his programs.

The atmosphere at Kids 'N Clay Studio is conducive to experimentation and originality. Skills gained through their involvement in the program include social interaction skills, math and creative problem solving techniques and self validation through accomplishment of a task; all while learning the craft of ceramics. Children participate in techniques that include hand-building, wheel throwing, and sculpting, as well as glazing and finishing.

Kids 'N' Clay is structured to enable children to find their own unique solutions. Nierman observes, "It's important for children to make their own decisions and mistakes, as part of the developmental process. This freedom to explore is a significant part of child development that is sometimes lacking in our traditional educational environments today."

The high teacher-to-student ratio at Kids 'N' Clay enables the proper level of assistance and supervision to support the creative process and maintain studio order, while still fostering the fundamental tenant of personal freedom and the expression of individuality.

Another important element that Kids 'N' Clay nourishes is that of community; both between the participants as well as between the families.

Kids 'N' Clay Pottery Studio in Berkeley has been nurturing creativity in young people since 1988. Students range in age from 3 to 18 years and are encouraged to explore their creativity while they learn the craft of ceramics. Kids 'N' Clay was founded by Kevin Nierman, a widely-recognized ceramic artist, who believes that by learning to express and execute their personal visions in clay; children can become empowered in ways that go far beyond the walls of their ceramic studio or classroom. Kids 'N' Clay is currently expanding throughout the North American market through their new franchise offering, launched in late spring 2005.

For more information, please contact Kids 'N' Clay by phone at 866.KID.CLAY (866.543.2529), ext 310, by email at press@kidsnclay.com, or visit www.kidsnclay.com.

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