



PRESS RELEASE

FOR IMMEDIATE RELEASE

FOR INFORMATION CONTACT:

Dave Larson at 866.KID.CLAY (866.543.2529), ext 310

**Kids and Parents Get "Fired Up" for Creative Development
at the **NEW** Kids 'N' Clay Pottery Studio in Lynnwood, WA!**

Berkeley, CA – Monday, June 11, 2007 – Kids 'N' Clay Pottery Studios (www.kidsnclay.com) is pleased to announce the opening of their newest location in Lynnwood (Seattle Metro), WA. The **Lynnwood** studio will hold **a GALA Grand Opening on Saturday, June 23rd, from 10 am to 5 pm. Located at 19125 33rd Ave W, Suite D, the studio is near Alderwood Mall directly behind Michaels and next to Pro Golf Discount.**

Leanne Norby and **Sheridan Haroian**, the local co-owners and studio managers, are excited to bring the first Kids 'N' Clay to the Pacific Northwest and greater Seattle Metropolitan area. As mothers themselves, Leanne and Sheridan are vitally aware of the dramatic effect that the creative arts can play in children's development and success in life. ¹

"Working with clay is such a unique experience for children; you can see the transformation when they start digging in. The idea of providing a space where children can feel safe to explore and find their inner artist is what it's all about for me," says Leanne. Both Leanne and Sheridan prepared for launching their Kids 'N' Clay studio through various art and business adventures in their lives including staying at home to raise two kids each. Sheridan adds, "I'm excited about Kids 'N' Clay for many reasons. I love working with children and it's so amazing to be a part of something that allows kids to be kids. The studio fosters an environment where creativity is the only rule not the exception. Working with clay is so wonderful for children and they love it too!"

Kids 'N' Clay offers a variety of programs and activities, including ongoing **wet clay classes** for **kids**, a beautiful and well stocked **"Paint-Your-Own"** ceramic studio and special event programs such as **Birthday Parties** and **Scout Programs**.

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 franchise offering, which was 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.

###