



FOR IMMEDIATE RELEASE

NYC Based Smarter Toddler Says Both Trump and Clinton Would Endorse Their Vote For Curiosity Campaign

Smarter Toddler Nursery & Preschool Releases 'Vote For' Marketing Campaign Ahead of 2016 Presidential Election



Smarter Toddler Nursery & Preschool (www.smartertoddler.net), a luxury childcare and early childhood education provider in Williamsburg and Financial District, launched today their 'Vote For' marketing campaign after the final presidential debate between former Secretary of State Hillary Clinton and businessman Donald Trump. The creative, which features a series of 5 ads using lines like *Vote for Curiosity*, aims to engage and excite families about the presidential election while sharing the message and values of the school at the same time.

Each ad is a playful take on the different values that Smarter Toddler embodies, combining imagery of children from different cultural backgrounds with the line "Vote for..." and one of 5 different messages including *Vote for Curiosity*, *Vote for Learning Swagger*, *Vote for ROTFL*, *Vote for Giggles* and *Vote for Besties*.

Lisa Alvarez, Education Director at Smarter Toddler Financial District said, "For parents who want to educate their children about the election, this campaign helps them do that in a fun way. The classrooms at Smarter Toddler are also buzzing with fun election-themed activities and projects. As the entire country is talking about the importance of voting, Smarter Toddler is actively sharing the importance of voting and the election with its children."

"Smarter Toddler is a very diverse community welcoming teachers, staff and families from a wide range of backgrounds," said Reanne Agbayani, Director of Marketing for Smarter Toddler. "Our 'Vote For' campaign is a fun and playful campaign that gives us an opportunity to promote the Smarter Toddler brand alongside the presidential election, but the message and imagery also demonstrates our democratic and inclusive values. This campaign allows us to tell and share stories in a culturally relevant way."



About Smarter Toddler Nursery and Preschool®

Smarter Toddler Nursery and Preschool®, a leading luxury childcare and daycare provider in NYC, was founded by New York City artists and parents dedicated to providing children with a stimulating environment to grow and develop through creative expression and inquiry-based education.

For 14 years, Smarter Toddler Nursery and Preschool® has provided high-quality child care and early childhood education for children 3 months to 5 years with a Reggio Emilia inspired philosophy and a progressive arts-based curriculum that inspires discovery, imagination, creativity and problem solving. Through hands-on artistic exploration including visual art, music, theatre, movement, and dance, children are given the tools to express themselves, and a natural method of achieving language, literacy, social, emotional, physical and cognitive milestones. Academically stimulating communities and music-filled classrooms are located in the Financial District at 101 John Street, New York, NY 10038 and in Williamsburg at 17 North 6th Street, Brooklyn, NY 11249. More info at <http://www.smartertoddler.net>.