



BILINGUAL BUDS
immersion school for children
MANDARIN CHINESE · 中文普通话

FOR IMMEDIATE RELEASE

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BILINGUAL BUDS, MANDARIN CHINESE IMMERSION PRESCHOOL/PRIMARY SCHOOL, TO EXPAND FROM NEW JERSEY TO MANHATTAN IN FALL 2009

Summit, N.J., June 19, 2009 -- Bilingual Buds, the Mandarin Chinese immersion preschool and primary school based here, has announced that it will open a Manhattan location at 180 Riverside Blvd., at 68th Street, in the fall of 2009.

After operating successfully and outgrowing several New Jersey locations since it opened in 2005, the school will now be positioned to bring its Mommy and Me, preschool, and after-school programs to New York City children from ages 1 through 10.

Sharon Huang, founder and director of Bilingual Buds, believes that the school will be welcomed by parents who recognize the value of language acquisition via the immersion methodology, and who are conscious of the growing importance of Mandarin Chinese in global society.

“Education experts believe that the critical language learning window is from birth to 10 years of age,” she says. “During this period, the immersion method is an ideal way for children to acquire a new language while they are also learning to think abstractly and creatively.”

According to Huang, New York City offers a pool of prospective students who either a) have parents who believe that learning Chinese will give their children a competitive advantage in the 21st century; b) come from families where one or both parents is of Chinese heritage; or c) were adopted from China and whose parents want them to gain exposure to Chinese language and culture.

“Our program is unique in that children can attend school daily, providing them with the intensity of exposure to become successfully bilingual even when most children come from non-Mandarin-speaking households,” says Huang.

Classes offered this fall will include Mommy and Me classes for children ages 1–3, preschool for children ages 2 ½–5, and an after-school program 4 days per week for children ages 5–10. Eventually, the school will add multi-age kindergarten/1st grade and 2nd/3rd grade classes.

180 Riverside Boulevard at West 68th Street, New York, NY 10069 ♦ (212) 787-8088
www.bilingualbudsnyc.com

The Manhattan school facility will be completely renovated with four state-of-the-art classrooms accommodating 60 students. The teaching staff consists of bilingual native speakers of Mandarin, many of whom have master's degrees in education from leading American and Chinese universities. The curriculum is based on Bilingual Buds' established best practices, developed over nearly five years, in Mandarin Chinese early-childhood second language acquisition in an immersion environment.

For further information about the school's programs, upcoming open houses and enrollment process, visit www.bilingualbudsnyc.com, or call 212-797-8088.

About Bilingual Buds

Bilingual Buds is the first Mandarin Chinese immersion school for children (ages 1–10) in the greater New York City area offering classes five days per week. The first school, currently located in Summit, N.J., opened in early 2005 and has over 150 students enrolled in Mommy and Me, preschool, full day kindergarten, after-school classes, and summer camps in New Jersey and Beijing, China—all taught by native Mandarin speakers. The school has been featured in The New York Times, the Star-Ledger, CNN, CBS News, and New Jersey's NJN television network.

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