



**Young Rembrandts**

### **The Young Rembrandts Story** ***National Program Delivers the Power of Art***

ELGIN, Ill. (October 22, 2007) – Young Rembrandts Franchise, Inc., views drawing as a skill that can be taught to and learned by all children.

Founded in 1988 by Bette Fetter, Young Rembrandts has become a recognized leader in art education. What began as one person, working with a few children at her kitchen table, has developed into a viable franchise business opportunity with more than 60 locations internationally, including in more than 30 states.

Fetter applied her fine art education and background in child development to create an original, step-by-step method to teach children drawing – the fundamental skill of all visual arts. Research and education experts have now caught on to what Young Rembrandts' acclaimed curriculum has always delivered: there is a significant correlation between involvement in the arts and achievement in the classroom.

#### **The Benefits of Learning Art**

Children who learn to draw using the Young Rembrandts method further develop spatial reasoning and fine motor skills. Children also learn order sequencing abilities, visualization and self-discipline, often at a younger age than expected. Of course, the children also enjoy learning fundamental art skills throughout the Young Rembrandts program.

Today, as in the past, Young Rembrandts partners with pre-schools and elementary schools to either supply or augment their art education programs. Young Rembrandts has a solid reputation for offering well-organized classes and teaching original, high quality curriculum.

“Since beginning the [Young Rembrandts] classes, your instructor has been patient, professional, and insightful, taking time to give feedback about students' experience in her care,” said Jennifer Walavalkar, administrator at the Growing Place Montessori. “I have recommended your program to a few of my colleagues and will continue to do so in the future.”

#### **Young Rembrandts Continuing to Grow**

In 2001, Young Rembrandts sold its first franchise, and by 2003, it had grown to more than 20 franchisees.

“With each new franchisee, we share the proven Young Rembrandts method along with the joy of teaching children to draw,” said Fetter. “Building the business enriches their lives, as well as the children's, because of the power of art.”

Being a home-based business for the franchisees, Young Rembrandts has flexibility in its locations. Drawing classes are held on a weekly basis at host sites, such as pre-schools, day care centers, elementary schools and recreation centers. Classes are offered to children ages 3 ½ to 5, and 6 to 12 years old.



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“The wide-ranging benefits of our program affect not only our students, parents and communities, but also our franchise owners who experience a high level of personal satisfaction and fulfillment,” said Kim Swanson, director of franchise development.

Every Young Rembrandts location operates to the company’s highest moral and ethical standards.

“We have tools and measures in place to ensure that each Young Rembrandts owner is delivering a quality product and experience for every child,” stresses Swanson. “We also have comprehensive operations, teacher training and method manuals as well as copyrighted, detailed lesson plans.”

Currently, Young Rembrandts teaches about 30,000 students each week nationwide. The goal, Fetter notes, is to reach at least 200,000 students across the nation through parent-funded programs.

For more information about Young Rembrandts, its founder or its franchises, please visit [www.youngrembrandts.com](http://www.youngrembrandts.com).

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