

NEWS RELEASE

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Casa de Corazón Announces First Franchise New Location Opens in Edina in Early 2018

MINNEAPOLIS, Oct. 10, 2017 -- [Casa de Corazón](#), which provides Spanish immersion child care in the Twin Cities for infants, toddlers, and preschoolers up through Pre-K, is launching its first franchise to keep up with consumer demand.

The new location will be in a 12,000-square-foot building managed by Twin Lakes Properties and located at 4000 West 76th Street in Edina. Roberto and Dora Palma, natives of Peru, are the new franchise owners. They came to the United States in 2001; Roberto runs the child care consulting firm [CC Core](#), and Dora has a bachelor's degree in nursing and works as a parent coach at Hennepin County Medical Center.

"Launching Casa de Corazón as a franchise is a thrilling next step for the brand," said Natalie Standridge, owner of Casa de Corazón. "It also represents an exciting opportunity for entrepreneurs to find their passion in the childcare industry by following our 'caring hearts and business smarts' model. Roberto and Dora are the right choice to start a new location while keeping a commitment to the Casa de Corazón mission and core values of respect and care; intercultural and bilingual learning; health and wellbeing; professionalism; and social responsibility."

"The Casa de Corazón franchise has a model that aligns with our family values and everything that any parent can dream of for their children in a center, from the organic quality food cooked at their kitchen, the Spanish immersion experience, to their terrific curriculum that ensures age appropriate development for each child at the center among other valuable services," said Mrs. Palma.

"The fact that all three Casa de Corazón locations in Minneapolis, Edina and Maple Grove are at capacity is a reflection of Natalie seeing and meeting an important need," said Mr. Palma.

"Based on our own experience in early childhood education, we can see that the time is perfect for Casa de Corazón to expand and to meet that demand."

Casa de Corazón has earned accreditation from the National Association for the Education of Young Children (NAEYC) and 4-star Parent Aware Accreditation, representing excellence in early childhood education.

Casa de Corazón uses the Creative Casa Curriculum, which is the NAEYC approved, research-based Teaching Strategies Creative Curriculum® infused with Casa's unique teaching objectives of Spanish immersion, cultural learning, and social responsibility.

For more information about Casa de Corazón or to request a tour, visit www.casaearlylearning.com.

About Casa de Corazón

[Casa de Corazón](#) has provided intercultural early learning since 2002 through its child care centers for infants, toddlers, and preschoolers up through Pre-K. The Casa de Corazón core values are: respect and care; intercultural and bilingual learning; health and wellbeing; professionalism; and social responsibility.

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