



**Media Release
For Immediate Release**

MindChamps continues to expand 3 Minds movement in Australia

Australia, 25 April 2018 – MindChamps PreSchool Limited (MindChamps) is set to welcome four more early learning centres in Sydney, Australia into our family.

Having signed agreements to acquire these centres, MindChamps will have eight MindChamps Early Learning centres and two MindChamps Reading and Writing centres in the country, upon completion of these latest acquisitions.

MindChamps' unique proprietary 3 Minds educational approach (based on the trinity of the Champion Mind, the Learning Mind and the Creative Mind) will then be extended to over 500 Australian kids. With a rich curriculum based on over 20 years of solid research in neuroscience, psychology and theatre, children in our centres will be empowered with the skills, flexibility and mindset to excel in school and in life.

One of the key strengths of the MindChamps curriculum is our reading programme that cultivates the love for reading from young. This will help to ensure that children master the full suite of reading skills that will give them the edge in primary school.

With the addition of the new Early Learning centres under the MindChamps brand, the number of MindChamps early childhood teachers in Australia is set to grow to over 200.

As teachers play an essential role in delivering the curriculum to our children, our new educators will undergo compulsory teacher training in the MindChamps 3 Minds education model. They will receive up to 200 hours of extensive training and accreditation at MindChamps, regardless of their early childhood qualifications, to ensure that our children's minds are nurtured by the most qualified and dedicated teachers.

For more information, please contact:

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About MindChamps PreSchool Ltd

MindChamps PreSchool holds the **Number One position in market share of premium range preschools** in Singapore, with a market share of 38.5 per cent. Its growing global presence includes premium preschools and enrichment centres in Australia, UAE, Philippines and soon China, Vietnam and Myanmar.

Based on a cutting edge scientifically researched curriculum, MindChamps is helmed by a highly-experienced management team and an esteemed World Advisory Board, Chaired by World-Renowned Neuroscientist Professor Emeritus Allan Snyder (Fellow of the Royal Society).

MindChamps is the only educational institute to collaborate with Professor Snyder on the empirical research of the 3 minds model of education - the Champion, the Creative and the Learning minds, which is uniquely built into the MindChamps curriculum.

MindChamps' unrelenting commitment to excellence in cultivating young minds has led to the organization being honoured with some of the most sought-after industry awards in the Singapore education sector, as well as industry-wide recognition in the fields of intellectual property, franchise management and branding.

This includes winning both the Influential Brands® Top Brands Award and the Superbrands® Mark of Distinction for four years in a row (2014 - 2017), ranked top 1000 of Singapore companies for 5 consecutive years in Singapore SME 1000 Awards (2011 – 2015), and most recently ranked 8th out of 50 top companies in the 2017 Enterprise 50 Awards and the 2017 Dun & Bradstreet Business Eminence Awards.