



## **Kinderdance® Co-Founder Turns 80!**

August 7, 2008 - Melbourne, FL - The Melbourne-based Kinderdance International Inc. co-founder Bernard Friedman will be celebrating his 80<sup>th</sup> birthday in September 2008. Bernie will be joined by family and friends at the Suntree Country Club in Melbourne FL for an evening of fun, food and of course dance!

Bernie, originally from New York City, was born in 1928. Over the years he has held many different and diverse positions that range anywhere from Shoeshine Boy, Boxer, Taxi Cab driver and even a Good Humor Ice Cream Man.

From 1961 to 1973 he was instrumental in starting and developing several auto leasing and rental operations; two of which became nationally recognized franchise companies. Looking for a new challenge in 1973, he became a Franchisee for Chrysler Corporation. In 1979 he semi-retired and moved to Arizona, where he met Carol Kay Harsell, President and Co-Founder of Kinderdance®, and together they developed this ground breaking program for children. Prior to 1961, Friedman served in the merchant marines for 12 years, traveling around the world numerous times.

“Persistence, Determination and Passion, Bernie has displayed all of these traits over the past 29 years and it continues today! No one can ask for a better friend and partner,” says Harsell. “The past 29 years have flown by in a whirl of growth, innovation, hard-work, and excitement. I know the day Bernie and I met was magical. We were both on the same team and excited about the prospect of educating young children through the art of dance and motor development around the world. He has helped to make this a reality. We are humbled that our dreams have grown to 113 franchisees in the US and the world.”

During the Kinderdance® new franchisee training week, Darlene Van Der Wal, Vice President of Operations notes that one of Bernie’s favorite quotes is, “With a Kinderdance franchise, your lives will change and in turn you are going to change the lives of young children all over the world.” Van Der Wal continues to fondly state, “He always has a twinkle in his eyes as he expresses pride in the Kinderdance® concept.

Since its inception, more than 3 million students have enjoyed the Kinderdance experience and developed the self-confidence needed to succeed in life. Kinderdance® continues to improve and expand its comprehensive programs so more students can realize their potential.

“For the last 10 years I have had the pleasure of being in the Florida Franchisor Association with Bernie. I have to say he has been the quiet leader for the whole time.

His tremendous commitment to his “Ladies” (his franchisees) has always been his number one thought. He has been successful in business, successful in life, and who wouldn’t sign on the dotted line for his hair and looks at 80! Congrats Bernie on 80, and all you’ve accomplished.” says Ray Titus, CEO of United Franchise Group

“A pioneer, a giant in the industry and a mentor to me,” says Richard Maltese, Vice President of Franchise Development for Kinderdance, “and still going strong!”

Kinderdance®, with 113 Franchisees in 35 states and 6 countries, places emphasis on building self-confidence and self-esteem in children through learning to share, lead, interact and respond to others needs as well as their own. Children learn through a professionally researched and proven curriculum of “hands on” dance, motor development, and fitness instruction combined with educational tutoring taught by fully trained Kinderdance® instructors. Kinderdance® is the finest physical fitness orientated program that is taught on site at daycare centers, fitness centers, YMCA’s and other viable locations, giving families an easy, affordable way to sign their children up for an exciting and healthy enrichment program.

“If you have ever been involved with Kinderdance® as a student, teacher, parent, or friend and would like to send your best wishes and positive stories you can email Mr. Bernie at [bernardfriedman@kinderdance.com](mailto:bernardfriedman@kinderdance.com)

For more information about the Kinderdance® Franchise, please call 1-800-554-2334 or visit us at [www.kinderdance.com](http://www.kinderdance.com).

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