



## **Got My Kids™ Backgrounder**

[www.gotmykids.com/corporatebackgrounder.pdf](http://www.gotmykids.com/corporatebackgrounder.pdf)

### **About Got My Kids™**

Got My Kids™, “the ultimate family resource and savings program,” is a rapidly growing, innovative Canadian franchise that publishes and distributes quarterly and annual print guides, as well as [www.gotmykids.com](http://www.gotmykids.com). The guides and Web site feature family-targeted advertising from a wide variety of businesses. Parents can find the products and services they want right in their own community, while saving money and supporting worthwhile charities by purchasing the Got My Kids Savings Card - the first and only family savings card of its kind in Canada.

Got My Kids donates \$2 from the online sale of every card to Autism Society Canada, Starlight Starbright Children’s Foundation Canada and schools participating in its fundraising program. One beneficiary must be selected at the time of the online card purchase. Got My Kids Savings Cards are available at [www.gotmykids.com](http://www.gotmykids.com) or from participating distributor partners for just \$20 annually.

**Got My Kids is the “brainchild” of founder and CEO, Jeremy Ansell**, who achieved a remarkable feat in 2006 by establishing his unique concept as one of the fastest growing Canadian owned and operated franchises. In addition to five corporate owned territories – Ansell enlisted 13 franchisees within the first three months and has a waiting list of eager prospects. Franchisees are assigned an exclusive territory where they sell the various Got My Kids media opportunities, including advertising in its print guides and at [www.gotmykids.com](http://www.gotmykids.com), as well as participation in the savings card program.

**Got My Kids has launched 17 territories** including Richmond Hill, Vaughan, Thornhill, North York, Mississauga, Oakville, Newmarket, Aurora, Barrie, Kitchener, Waterloo, Cambridge and London, as well as territories across Calgary, and is aggressively expanding. Got My Kids is a member of the Canadian Franchise Association (CFA).

**Got My Kids published and distributed its annual guide free to one million households in January 2007**, via Canada Post - and provides an enhanced Web version at [www.gotmykids.com](http://www.gotmykids.com). Got My Kids is the first and only publisher in Canada to utilize Scene7 – a leading-edge, rich media solution that maximizes the online experience by allowing visitors to flip through interactive e-guides, add sticky notes, e-mail pages and link to additional information.

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**Got My Kids is enlisting schools to leverage its savings card as a fundraising tool.**

There is no cost and no need to manage product, paperwork, kids or cash. The school sends Got My Kids' promotional flyers home with students, outlining the benefits of the savings card, as well as the fundraising aspects of the program, and directs parents online to [www.gotmykids.com](http://www.gotmykids.com) to purchase their card. From a drop down list, parents must choose one beneficiary of the \$2 donation – either their child's school, or one of the two charities. Moneris Solutions, Canada's largest processor of debit and credit card transactions, administers the online card purchases. A report indicating the funds raised is provided each month, accompanied by a quarterly cheque.

**Got My Kids delivers value for all stakeholders**

- ⇒ Parents can easily find the products and services they want right in their own community, while saving money and supporting worthwhile charities.
  
- ⇒ Franchisees can capitalize on a one-of-a-kind business opportunity that has the long-term strategy and potential to produce sustainable revenue.
  
- ⇒ Businesses benefit from cost-effective, targeted exposure to their target market in Got My Kids local and annual guides, online at [www.gotmykids.com](http://www.gotmykids.com) – and by participating in the Got My Kids Savings Card program and offering discounts to the growing number of Got My Kids Savings Cardholders.
  
- ⇒ Autism Society Canada, Starlight Starbright Children's Foundation Canada and participating schools gain valuable exposure to their target audience, and benefit from a strategic partnership with a family-centric organization that espouses grassroots fundraising for worthwhile causes.

**What industry experts are saying**

Larry Weinberg, published author and renowned authority on franchising, who is a lawyer with Cassels Brock & Blackwell LLP, in Toronto, and legal counsel for Got My Kids said, "Mr. Ansell is an innovative trailblazer who appears to have devised a new way to capture and cater to a coveted, niche demographic - parents. He is the consummate professional, with what can only be described as a well-formulated growth strategy intended for the success of multiple stakeholders."

Perry Maisonneuve, founder and principal of Northern Lights Franchise Consultants Corp., a management consulting firm with expertise in franchising principles and practices said, "Got My Kids is an unprecedented, cutting edge concept with huge potential for growth internationally. Mr. Ansell has created an extraordinary opportunity for local entrepreneurship with a low cost of entry and strong margins. His business epitomizes best practices on all levels, which is further demonstrated in his commitment to give back to the community."

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### **What charities are saying**

Louise Fleming, Executive Director of Autism Society Canada said, "We are thrilled to welcome Got My Kids as our new fundraising partner and are proud to be associated with such a dynamic, family-oriented business that espouses grassroots philanthropy."

Trevor Dicaire, Manager, Fund Development, Starlight Starbright Children's Foundation said, "We are elated to have the support of Got My Kids. It is apparent that we share similar values, placing a priority on the family and children as a unit. We believe our alliance will bring great value to the Foundation."

### **What advertisers are saying**

Marlina Oliveira, Director, Oxford Learning Centre said, "With minimal marketing funds, we were able to increase our visibility within our surrounding community and beyond as evidenced by statistics gathered from incoming calls which referenced the Got My Kids guide as their source of discovery for our services. The comprehensive information and friendly styling of the guide make it easy to use, while the large distribution audience makes it an excellent marketing tool for child-oriented businesses."

Howard Kane, Owner/Artistic Director of The Children's Theatre Project said, "I highly recommend advertising in the Got My Kids Guide to all school owners and administrators. After advertising, my Summer Camps were completely filled up by the first of March, a first in our seven year history."

Press Release [www.gotmykids.com/pressreleasesavingscard.pdf](http://www.gotmykids.com/pressreleasesavingscard.pdf)

Corporate Backgrounder [www.gotmykids.com/corporatebackgrounder.pdf](http://www.gotmykids.com/corporatebackgrounder.pdf)

Fact Sheet [www.gotmykids.com/factsheet.pdf](http://www.gotmykids.com/factsheet.pdf)

CEO Bio [www.gotmykids.com/ceobio.pdf](http://www.gotmykids.com/ceobio.pdf)

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