

Wiggles N' Tunes®, endorsed by IAIEI, attracts preschool age children and their parents to enroll in regularly scheduled programs with colorful, musical enrichment activities. Wiggles N' Tunes can be an exciting bonus program for CECs and FECs to add to their current program schedule to attract new patrons. As a partner with IAIEI, Wiggles N' Tunes customers, who are members, receive discounts and the Association receives funding for other member services.

Wiggles N' Tunes, a music-based enrichment program for preschoolers does not require a musical background, preparing lesson plans, or long hours of training. Alyce Ward of the Talent Education School of Southern Illinois in Carbondale, IL has been using Wiggles N' Tunes for five years in the community music division of Southern Illinois University. She was teaching music to older children, but did not have a program for preschoolers. "Wiggles N' Tunes is easy to teach and to get rolling out right away and I am still glad to be using it," states Ward.

Previously, Ward said they were moving preschoolers into music activities they were really not old enough for. But now, Wiggles N' Tunes meets the needs of their missing preschool component. "I have musical training, but I didn't have time to set up a preschool program, and I didn't have to spend a lot of money and time to get Wiggles N' Tunes started. I got it in December and by March I had five classes organized," Ward continues.

"The support is great, parents are pleased with the program and they get to take home a CD they can keep," Ward describes. "Carolyn Zorn of Wiggles N' Tunes® has been wonderful by introducing new curriculum and you can rotate curriculum to mix it up," continues Ward. She currently uses three Wiggles N' Tunes® curriculums in rotation and explained that having several lesson plans enables her to keep customers coming back time after time. The Wiggles N' Tunes® program also allows an FEC to have predictable income every month.

The Discovery Museum, in Clinton, IA, chose Wiggles N' Tunes® because it sounded unique and fun and something different that would get kids to come to the museum explains teacher Shirley Mullens. "We already do a lot of things with books and stories and we wanted to incorporate music into our program," continues Mullens.

"We love the program, kids really get into it and they catch on fast. Everything was very well organized and easy for someone to follow," states Mullins. "I had to have someone substitute once and there was no problem--everything is self explanatory," Mullins adds. "Even the dads that come with their kids to the program participate."

Jennifer Polk of Mount Dora Center for the Arts, in Orlando, FL, says she can't wait to get started using her Wiggles N' Tunes program this fall. Polk is a former Kindermusik teacher and convert to Wiggles N' Tunes. "We found Wiggles N' Tunes on the Internet researching early childhood programs and there are several others," Polk explains. "But most licensing seems to take longer and this one provided a quick, off-the-shelf program

that is impressive to parents and fun for kids. It is well thoughtout and so this fit both of our needs,” Polk explains.

“Carolyn is wonderful and has walked us through the program, emailed, and called,” Polk continues. “She is reachable by phone and support is fabulous—it couldn’t be any better,” Polk adds. “She has a strong music education and she wants to make sure individual teachers are running the program the way she intended for it to be used,” Polk describes.

Polk suggests the biggest factor in selecting Wiggles N’ Tunes was in the ease of use. “It is a simple program, regardless of how much or how little musical experience you have,” says Polk. “I was very impressed when I received the kit—you receive the benefit of years of research and complete lesson plans written out for you,” describes Polk. “Parents learn how it benefits children developmentally giving a greater sense of value to parents and encouraging them to come back over and over,” summarizes Polk. According to Polk, Wiggles N’ Tunes is much more cost efficient for a facility to use than the other programs like Kindermusik.

IALEI member Yelana Shakanova of Kiddie Wonderland, a children’s entertainment center in New York, looked around for an enrichment program and found that Wiggles N’ Tunes® was less expensive than others and chose it to work with. She learned of the Wiggles N’ Tunes® through IALEI. “Now that I have seen it, I think I am going to like it when we add it to our programs this fall,” asserts Shakanova.

Launa Bodde, of Three Bees Studio in Alaska, needed something flexible that would work with families. She liked the Wiggles N’ Tunes music, the lesson plans, and how it fit so well within the program already in place. “I like the materials, the lesson plans were laid out very well, the instruments are great, and its biggest attractor to me was its organization,” explains Bodde, who has recently converted to teaching Wiggles N’ Tunes “The program is very flexible,” explains Bodde. From both a content and profitability standpoint, Wiggles N’ Tunes® stands heads above Kindermusik states Bodde.

The Wiggles N’ Tunes program provides music CDs, lesson plans, easy-to-follow instructions, props, instruments, marketing materials, and 800 support. You will receive a preschool enrollment program that will pay for itself with the first organized class. To learn more about Wiggles N’ Tunes® and how to add it to your current programs and marketing it, contact Wiggles N’ Tunes at 800-444-0507 or visit www.ialei.com, or for details visit www.wigglesntunes.com.

Sidebar copy:

Why Should CECs/FECs Offer Wiggles N’ Tunes® Enrollment Program:

- Expand your market position as a full-service family “edutainment” facility
- Build new market opportunities
- Expand the available programming options to your product and service base
- Upsell birthday parties and café sales.

- Drive incremental weekday store traffic and revenues
- Fill empty “downtime” when your party rooms and/or soft play areas stand empty.
- Expand Target Audience--Attract new parents and children who enter your Fun Center weekly
- Expand your market position as a full-service family “edutainment” facility driving incremental store traffic, building programming and upselling birthday parties and café sales.
- Attract new parents and children who enter your Fun Center weekly.
- Fill empty hours and bring in new revenue when your party rooms and/or soft play areas stand empty.
- Expand birthday party programming offerings to new target audience.

Why Offer Mommy & Me Programming?

- Build your customer base before children are old enough to enjoy your main facility offerings.
- Offer proven play programs that will enhance your current programming and customer base.
- Because parents participate with their children, you'll bring in adults with an interest in experiencing family fun!
- Now you can increase your revenue from / a new market and draw in children at a younger age—new customers who will develop a lifelong love of music and a connection to your facility. So, you reach families earlier and keep them longer!