

New CoolKidz Expo Offers Hot Products, Cool Concepts on April 17-18

RALEIGH, N.C. (March 2, 2010) – The first-ever CoolKidz Expo – the show to inspire and entertain today’s family – debuts April 17-18, 2010 at the Raleigh Convention Center.

For two fun-filled days, Busch Gardens/Water Country USA, Crayola, Patch Products, Rusty Bucket Kids, Time Warner Cable, WakeMed, You Can Do the Rubiks Cube and other sponsors will showcase the latest trends, exciting products and innovative services. Every attendee will receive a Time Warner Cable Show Bag upon entry and is guaranteed to leave with goodies.

“CoolKidz Expo is a new consumer show targeting the kids and family market of the Triangle and beyond,” said the Expo’s co-founder Melanie Goldman. “This show offers an accessible and exciting setting in which the region’s thriving family demographic will become familiar with the latest products and services – the Hot Products and Cool Concepts – to enhance their lifestyle.”

“CoolKidz Expo is committed to providing an atmosphere infused with colorful displays, new product experiences, lively entertainment, stimulating activities, and delightful surprises – presented in a captivating, yet comfortable setting,” added the Expo’s co-founder Amy Wann. “Families will be able to take away ideas on what they can do together, such as travel destinations, attractions, performances, games, sporting events and television shows.”

There will be musical entertainment aplenty and more on the Busch Gardens/Water Country USA Stage and in Kidsville News! Showcase Central. Kids and families will engage in fun and educational interactive activities in the Activity Zone, Fitness Zone and Play Zone. Encounter new and creative ideas in the Go Green and the Arts & Crafts Centers. Take a break and refuel with a healthy and affordable CoolKidz Meal Bag or relax in the ice cream parlor and coffee lounge. A full schedule of events will be released later in March.

CoolKidz Expo supports positive lifestyle pursuits for kids and families by promoting proficiency in academics, a positive self-image and a healthy lifestyle. Sponsor and exhibitor prizes will be raffled off throughout the weekend, with proceeds benefiting the American Heart Association through the Jump Rope for Heart and Hoops for Heart programs.

Mix 101.5, WRAL.com’s Go Ask Mom, Kidsville News!, Carolina Parent and Metro Magazine are the media partners.

The Expo hours are Saturday, April 17 from 9am-8pm and Sunday, April 18 from 10am-5pm. Admission is \$9 for Adults, \$7 for Seniors (age 65+), \$4 for CoolKidz (ages 3-15) and free under age 3. Discount coupons are available online.

Web site: www.CoolKidzExpo.com

Twitter: <http://twitter.com/coolkidzexpo>

Facebook: <http://www.facebook.com/CoolKidzExpo>

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