



# Lightbridge Academy Expands its Circle of Care with New Corporate Location in Fort Lee, New Jersey

Franchise, Franchising, Lightbridge Academy, Fort Lee

Lightbridge Academy

11/07/16 10:22:25

The child care industry has never been more popular. With an estimated 14.5 million children enrolled in some type of program in the U.S. alone, it's clear that parents are looking for the right fit for their families when they're working throughout the day. That's where [Lightbridge Academy](#) comes in.

The leading child care brand has been raising the bar in the industry for nearly 20 years. With an established presence across the Northeast, parents consistently turn to [Lightbridge Academy](#) and its unparalleled Circle of Care philosophy when finding the best child care for their families. And now, that Circle of Care is getting even larger—the brand is currently building another corporate owned location in Fort Lee, New Jersey.

“Opening up a location in Fort Lee will put us in a perfect position to help families that are living or commuting in the area. The center is in a very convenient spot for working parents heading in and out of New York City, and it's near many housing developments. This means we'll be able to easily live out our mission to provide the best possible solution for two income households,” said Jenelle Tuttle, franchise business coach for Lightbridge Academy. “I've had a lot of experience working for other schools, and

Lightbridge Academy is the only one I've seen that truly encompasses its core values. Everything the brand does is designed to create an unbeatable environment for children and their families."

Lightbridge Academy takes the needs of everyone in a child's life into consideration when providing care, from their parents and teachers to members of their surrounding community. This ensures that children are being cared for in a supportive and nurturing environment. The brand also goes above and beyond to take stress off of parents' plates—with its ParentView® Internet Monitoring System and eCommunication app, parents have the ability to check in on their children throughout the day and receive progress reports, pictures and other updates.

"We provide the perfect solution for working parents, especially as two income households become more common. There's no need for parents to feel rushed or stressed when they're picking their children up or dropping them off at one of our centers—we're ultimately here to help," said Brenda Febbo, Lightbridge Academy's chief marketing officer. "Our model is truly unique within the booming child care industry. That's why we're constantly working to bring the Lightbridge Academy brand to new communities and neighborhoods."

Right now, Lightbridge Academy has 12 corporate locations that are currently open for business in addition to its 12 open franchised centers. But with two more franchisees preparing to open their doors before the end of the year and the new corporate location in Fort Lee expected to launch by the end of 2017's first quarter, it's clear that the brand is building on its strong momentum and reputation.

"It's an exciting time to be a part of Lightbridge Academy's system. We're growing at incredibly rapid rates and continuing to set the standard for exceptional child care," said Tuttle. "By expanding our reach through corporately owned centers, we're positioning ourselves for even more success in the months and years to come. At the end of the day, they raise our brand awareness and enable us to spread the word in new communities as we prepare to grow across the region."