



**Media Contact**  
**Esther Drepaul**  
**(201)798-0071**  
[bblsouth@beyondbasiclearning.com](mailto:bblsouth@beyondbasiclearning.com)  
[www.beyondbasiclearning.com](http://www.beyondbasiclearning.com)

**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

## ***Beyond Basic Learning Goes International*** ***State of the Art Nursery School Modifies its Name***

**Hoboken, NJ, October 1, 2010** -- Beyond Basic Learning, a state-of-the-art nursery school with two Hoboken riverfront locations, is proud to announce the revision of its legal name which now embodies a truer depiction of the school's inherent philosophy of valuing diversity. Beyond Basic Learning is now officially, **Beyond Basic Learning: *The International School***.

"We are extremely excited about our name change," said Executive Director and Founder, Zuleika Fertullien. "**Beyond Basic Learning: *The International School*** more accurately portrays not only our values, but also the dynamic diversity of our classrooms with children currently representing over 20 different countries and with more than 15 languages spoken."

With the distinction as the first nursery school in Hoboken awarded the prestigious Torch of Excellence by the National Association for the Education of Young Children, the quality and uniqueness of Beyond Basic Learning is why many parents consider it the nursery school of choice. Two year old Chloe Jumel's father, Fredric, who relocated his family to Hoboken from France said, "We are very excited to have Chloe enrolled in the Blue Butterfly classroom at BBL: The International School since it allows her to interact with so many children of different cultures. She is also learning English in an environment that is sensitive to her needs."

Even former students and their families who might return to their native lands stay in touch with the nursery school. Tal Prag had her son, Zohar enrolled in the Red Caterpillar Room two years ago but returned to their native Israel. Recently, while visiting Hoboken on holiday, they stopped by the school for a visit. "Zohar misses BBL so much," said Tal. "He is four now and we left when he was two. He still sings the songs he learned at BBL even though he doesn't remember his English very well!"

-more-

To help families transition their children at the start of a new school term, BBL's multicultural literature is also an integral component of the curriculum. Their Signature Reading Program, *Beyond the Basics of Reading* uses many diverse books to open up dialogue so that parents can also broaden a youngster's understanding of his or her new world. The books also provide families with a means to address personal or social issues that the child may be facing, especially during times of change.

Fertullien says this reading initiative is merely an extension of the teaching philosophy that embraces all people. "The mission of this reading initiative also goes beyond encouraging young children to read," said Fertullien. "At its core is our specific desire to also use literacy to help guide our young children in handling daily routines, challenges, concerns, and issues they experience in school as well as in the world around them."

Since the inception of BBL, families from more than 27 different countries haven enrolled their children. Beyond Basic Learning: The International School 's diverse nature is also evident through an all-embracing commitment of the diverse staff to meet the changing child care needs of busy working parents.

***About Beyond Basic Learning: The International School***

*Beyond Basic Learning is a state-of-the-art early learning center provider of choice for secure, dependable and excellent child care and holds the distinction as the very first nursery school in Hoboken awarded the prestigious Torch of Excellence by the National Association for the Education of Young Children. The school has two locations: BBL North, 1330 Sinatra Drive, Hoboken, NJ 07030, and BBL South, 336 Sinatra Drive, Hoboken, NJ 07030. Enrollment is open to children from the age of two months thru five years old and families can choose from two, three, and four or five day programs which are granted based on availability. Infant enrollment is limited to four and five day programs. Half day programs are not available. For additional information about Beyond Basic Learning, its educational programs or enrollment, dial (201) 798-0071, write us at 336 Sinatra Drive, Hoboken NJ, 07030, or e-mail at [info@beyondbasiclearning.com](mailto:info@beyondbasiclearning.com).*