

Sherpa Kids appoints Tala PR for UK and Middle East expansion campaign

Contributed by Tala PR
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Global franchisor Sherpa Kids, which runs before and after school clubs and holiday activities for primary school-aged children, has appointed Tala PR to help it expand across the UK and in the Middle East.

Tala will use a variety of media relations tactics to help Sherpa Kids recruit franchisees with the vision, business acumen and interpersonal skills required to help them expand their business

With many families in the UK struggling to find the right childcare at the right price and a limited choice of provision for children in the Middle East, Sherpa Kids believes there is a clear need for its services.

Launched in New Zealand in 1996, Sherpa Kids currently has more than 100 franchises worldwide, in locations including Australia, South Africa and Ireland, where it offers safe, structured, engaging and fun activity-based programmes.

Activities, which include arts and crafts, music and drama, sport and games, cooking and technology, are tailored to fit in with the individual requirements of schools and their curriculums, while adhering to early learning frameworks.

Andrew Baud, MD of Tala PR, said: "The difficulty that many UK parents face in finding good, quality childcare at an affordable price has been well documented, and evidence suggests that it is a problem in many other parts of the world too."

Vicki Prout, Director, Sherpa Kids International, said: "We know that many working parents in the UK are desperate to find good quality childcare at an affordable price. Yet these services can be like gold dust, particularly for primary school-aged children.

"Sherpa Kids offers a fresh and vibrant solution, and we look forward to helping them expand their business in the UK and the Middle East by recruiting franchisees who have the relevant experience and passion to succeed in this sector."