

Italy Welcomes Helen Doron Ltd: Master Franchise in Tuscany/Umbria and Learning Centre in Treviso, Veneto Launched



Tuscany, Italy October 4, 2005

[Helen Doron Ltd.](#) proudly announces the grand opening of its Arezzo Early English Learning Centre. Rachel Laughlin, the Master Franchisor for the region, was thrilled with the turnout. "Over 200 people came to the grand opening event. Everyone adores the Centre. I designed it to suit the region in very chic Italian style."

Rachel joins 30 other Master Franchisors in 20 countries worldwide in her praise for the highly successful method of teaching small children spoken English using games, dance and music. Rachel's extensive background in the field includes

being honoured with a Teacher of the Year award in Europe, as well as working for many years as a Teacher Trainer and Pedagogic Consultant.

When deciding upon a Master Franchise Rachel explained, "There was no competition: I have known about Helen Doron forever. I didn't shop around for alternative businesses. I know it works. I knew it would be a perfect fit for the Italian mentality, and I was right! We already have a number of children signed up and the news is spreading like wildfire."

In a few short weeks, another Learning Centre is opening in Veneto, Italy, and Laura Zamuner, the new Centre's owner/manager, is equally confident of the program's success. "This year I started looking for my own business. I started analysing the Franchising systems of different important brands in several product categories, but my attention was immediately caught by an advertisement about Helen Doron. There is a great need and demand for education in the world, and from my studies, I know the value of it. Even more importantly, it deals with helping to develop future generations and it deals with English: the language of the world!"

Laura continued enthusiastically about her plans, "I felt like it was a mission to help HD enter into Italy, and make the Helen Doron method a household word here. I have just become an HDEE-certified teacher, as I love children. So I will manage the HD LC and also teach. I want to live this challenge with all I have! My dream is to have quick success and become a Master Franchisor for my region. So, welcome to Italy, Helen Doron! Good luck on this second and simultaneous new opening! "

The Helen Doron Group has been involved with child enhancement and development services and products since 1985, bringing the world both the revolutionary Helen Doron Early English approach for teaching English as well as the unique Mathjogs method of teaching Mathematics.

With over 1,500 active Teachers, 261 Learning Centres and 31 Master Franchisors, distributed throughout Spain, France, Italy, Portugal, Switzerland, Germany, Poland, Ukraine, Slovakia, Austria, Hungary, Russia, Serbia, Turkey, Cyprus, Israel, Hong Kong, Thailand, China and Singapore, Helen Doron International is a global leader in early education, teaching hundreds of thousands of students worldwide.

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