

The Helen Doron Group Wins the Coveted “Most Outstanding Small Business of the Year” Award in National Competition



Helen's acceptance speech at the 2006 Best Small Businesses Award Ceremony – Tel Aviv

The Helen Doron Group, which specializes in creating and marketing English and Mathematical educational systems for 6 month – 14 year olds, recently won the competition for outstanding small business of the year 2005 in a competition run by the largest Israeli newspaper and “Partner” communications. The award ceremony was held on the 17th of January 2006 near Tel Aviv in the presence of Meir Sheerit, the Israeli Minister of Education.

Hundreds of small businesses participated in the competition whose major criterion included: creativity, innovation, community involvement and employee relations, all of which the company was found to excel in.

The Helen Doron Group is owned by the company CEO, Helen Doron, a resident of the scenic mountaintop community Hararit, located in the Western Galilee, Israel. The company has been creating educational material and programs, focusing on early childhood enhancement and development, since 1985.

A linguist from London, Ms. Doron immigrated to Israel in 1979. She created her first English learning system as a result of being inspired by a young girl playing the violin using the Suzuki method, which teaches music by listening to the sound rather than reading the written notes. The creative Ms. Doron decided to teach English as if it were the child's mother tongue, based mainly on speaking rather than reading or writing. Word spread about this new method, and numerous new learning groups quickly sprang up in kindergartens, community centers and private houses, as Helen persistently coordinated their efforts and developed new material.



Since Ms. Doron began working with the franchise model of marketing, the business has skyrocketed, expanding throughout the world to many countries including: Spain, France, Italy, Portugal, Switzerland, Germany, Poland, Ukraine, Slovakia, Austria, Hungary, Russia, Serbia, Czech Republic, Cyprus, Hong Kong, Thailand, China and Singapore. Each country has a Master Franchiser, franchise partners and Learning Centres.

More recently, The Helen Doron Group invested in a new product for teaching mathematics to children aged 4 and above called "Mathjogs". The program was developed by an international team of experts in the field of mathematical education. This system opens a doorway into the magical and often abstract world of mathematics through games, sheer enjoyment and plain fun, using the most advanced educational tools available today. Hands-on activities, learning to verbalize what they discover, stories about mathematics and great mathematicians, are among other features of this state-of-the art method. At the ceremony, Ms. Doron announced for the first time that by summer of 2007 the company will be selling franchises for Mathematics from age 4 – 18!

The development and control of both systems are overseen by the Helen Doron team in Hararit, which has recently expanded to 30 people. Presently, there are 2,500 active teachers, 32 master franchisers and about 350 subfranchises, including learning centers, in 22 different countries worldwide. Helen Doron International is a global leader in early education, teaching hundreds of thousands of students worldwide.

About the Helen Doron Group:

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 Math.

With over 2,500 active Teachers, 280 Learning Centres and 32 Master Franchisors, distributed throughout Spain, France, Italy, Portugal, Switzerland, Germany, Poland, The Ukraine, Slovakia, Austria, Hungary, Russia, Serbia, Czech Republic, 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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