

Tree House Education & Accessories Ltd.

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Tree House kids to celebrate Valentine's Day as Grandparents' Day

Unique celebration of love and affection by tiny tots and senior citizens

Mumbai, February 5, 2013: Giving an altogether new dimension to the meaning of LOVE, Tree House Education & Accessories Limited, India's largest self-operated pre-school chain, will celebrate Valentine's Day on February 14 as **"Grandparents' Day"**. This unique way of celebrating love across all Tree House pre-schools in the country makes it the biggest celebration of love and bonding between grandparents and their grandchildren.

Children studying at Tree House institutions across the country invite their grandparents (**Dada-Dadi/Nana-Nani**) to this unique **"celebration of love and affection"** and entertain them through various activities such as singing, dancing, skits and games. The main attraction of the entire event is the **'ANTAKSHARI'** followed by dance and music programs, in which grandparents and children participate together. Thereafter a mass snack feast is also organized. Tree House kids have already sent special invites to the grandparents welcoming them to the pre-school.

Mr. Rajesh Bhatia, Promoter and Managing Director of Tree House Education & Accessories Ltd., said, "In most families, both parents are working and hence it is the grandparents who with their unconditional love help in bringing up the children. Children are most attached to their grandparents and are very excited to show them their school. We decided to celebrate Valentine's Day differently with a view to honour and recognize the countless contributions and sacrifices senior citizens have made throughout their lives to families, communities and the nation. This also helps foster the special bond that exists between grandparents and their grandchildren. We give them an opportunity to be together on this day of love, making it a day they cherish forever. Tree House, which inculcates traditional values of love and family relationships similar to the Gurukul concept, strongly believes that such initiatives will help imbibe the traditional Indian values in the young and fresh minds right from a very young age."

Mr. Bhatia added, "When grandparents come to our schools, they get very emotional recollecting their own school days. Tree House is keen to make the younger generation connect to the senior one, so the generation gap gets reduced and bonds get strengthened. Senior citizens have a very special place in the family, hence they should never be ignored."

About Tree House Education & Accessories Limited

Treehouse Education & Accessories Limited (NSE code: TREEHOUSE; BSE code: 533540) runs quality preschools and also provides educational services to K-12 schools throughout the country. Treehouse



has revolutionized the concept of pre-school pedagogy in India through the use of innovative teaching methods and child-focussed personal care.

For day to day updates on what's happening at our centers, follow us on Facebook at www.facebook.com/treehouse.playgroup

For more updates and information on the Company, please log on to www.treehouseplaygroup.net

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