



**FranchiseFarm**

## **Young Rembrandts Kindles Creativity of Youth Artists in Loudoun and Fairfax County**

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**LOUDOUN and FAIRFAX COUNTIES, Va.** – Young Rembrandts has etched its name as Loudoun and Fairfax’s leading childhood art enrichment program with the recent reopening of a territory that brings its proprietary art education curriculum to more kids in Loudoun and Fairfax Counties.

Now under the local ownership of Daniel Phan, the Young Rembrandts territory serves the areas of Loudoun and Fairfax Counties. This territory expansion builds on the momentum of a sensational national campaign celebrating the brand’s 30th anniversary in 2018, positioning Young Rembrandts to become the recognized leader in art education in the area. The location offers programming at schools, community centers and other local facilities for students aged 3½ to 12 years old.

“As a business owner in the communities of Loudoun and Fairfax Counties, one of my many priorities is giving families the power to add art into their kids’ lives,” said Phan. “As art classes and budgets have continued to be cut in many schools across Virginia, I know that Young Rembrandts will continue to provide kids with the opportunity to expand their knowledge outside of the classroom. I am excited to continue to share the program with more and more families in the area.”

A unique art enrichment program that solely focuses on cognitive development through drawing, Young Rembrandts is based on the belief that when foundational art skills are taught to preschoolers and elementary students, there is a strong correlation between that involvement in the arts and future strong academic performance and personal achievement.

“Every time we open a territory, we have the opportunity to showcase the passion and dedication our franchisees bring to the students and communities they serve – I am confident that Daniel will continue this legacy,” said Bette Fetter, founder and CEO of Young Rembrandts. “We’re confident that he will make an outstanding member of the Young Rembrandts family, and his commitment to teaching local children will continue to make the territory in Loudoun and Fairfax Counties a crucial partner in helping children develop cognitively and discover their inner artist.”

The Loudoun and Fairfax Counties location is part of the brand’s strategic growth initiative, as Young Rembrandts targets 20 to 25 more signed agreements through 2019.

Through its unique methodology that gives kids the confidence to create skilled artwork, Young Rembrandts helps boost cognitive development, hand-eye coordination, spatial learning and critical thinking skills. Unlike many other childhood art enrichment programs, Young Rembrandts provides students with a tangible takeaway project with each lesson. Students are able to learn a new technique and complete an exceptional piece of artwork within a single class period.

### **About Young Rembrandts**

Young Rembrandts is a recognized leader in art education, offering a curriculum focused on teaching children to draw, using demonstration and a structured step-by-step process. Through the process of weekly instruction students are exposed to a wide variety of subject matter, artistic concepts, art history and mastery of their materials. Classes are taught to children ages 3 ½ to 12 years old. Young Rembrandts teaches more than 40,000 students each week in 31 states and four provinces. Through franchising, Young Rembrandts offers individuals the chance to grow their own business while creating a positive impact within the community.