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THE PURPLE SCHOOL™ EXPANDS INTO NORTH DAKOTA

May 8, 2013 (Bellevue, WA). North Dakota has been making news because of its oil. But one locally-founded business has a different kind of natural resource in mind. The Purple School LLC, which specializes in teaching children second languages, has announced its expansion into North Dakota. "Oil?" Nadolny Shui says with a twinkle in her eye. "Actually, the kids of North Dakota are this state's number one resource to invest in!"

Nadolny Shui, who has a working knowledge of several languages, including Chinese and Japanese, earned degrees from Harvard University and New York University, lived and worked in Asia, and has worked as an attorney and corporate executive. In 2001, she started The Purple School in Bellevue as a way for her own three-year old to learn Chinese. She began the bilingual enrichment business began with one classroom and one language. Over the years, however, Nadolny Shui has built a highly-structured curriculum with strong appeal to children. The Purple School Instruction, delivered through games and songs, is offered in nine languages to baby/toddlers through 6th graders.

In 2009, Nadolny Shui moved to North Dakota with her husband and four children. She has continued to manage The Purple School in Washington by commuting back and forth. This year, though, The Purple School began operations in northwestern North Dakota in the town of Williston, heart of oil country.

Nadolny Shui says, "Williston's population has increased from about 12,000 to over 30,000 in just a few years. The economic growth has been phenomenal. People read about the massive growth in oil-related jobs, on the rigs and in support roles such as trucking. The boom is much farther reaching though. With a population growing exponentially in number and in linguistic diversity, interest in children learning second languages has also increased. From one language, one class, and one location in January, we now offer classes in two cities in North Dakota (Williston and the state capital of Bismarck) and are offering multiple classes in Spanish and Chinese.

Karli Keck, a resident of Williston said, "The Purple School is a great addition to our rapidly growing community! I have always had an interest in languages and have wanted to expose my daughter to them while she is young. The Chinese class was the perfect fit! My daughter loved it."

Silvia Milena Zubke added, "After enrolling my kids in the The Purple School, I have noticed how their language skills have blossomed. Coming from a country where my native language is Spanish and then learning English, I feel very happy to let my children explore new cultures through languages. Children's brains are little sponges and exposing them to different activities will just result in well-rounded people."

Later this month in Williston, The Purple School will host The Purple School Spanish Language Bee where K-6th graders will have the opportunity to showcase their Spanish learning and compete for scholarship money. North Dakota businesses and schools have joined The Purple School's efforts to increase early childhood language education. American State Bank & Trust and Walmart both donated prize money for the Spanish Language Bee, and St. Joseph's School will host the Bee.