

***PRESS RELEASE***

**Embargoed until after announcement on 27 January 2014**

**EtonHouse selected as pre-school Anchor Operator  
E-Bridge Pre-School to be launched**

**27 January 2014, Singapore** – EtonHouse has been selected by the Ministry of Social and Family Development (MSF) to be part of the Anchor Operator (AOP) Scheme and will launch E-Bridge Pre-School under the scheme, providing high quality and affordable early childhood services for Singaporean families. This is the first time the Government is opening up the AOP scheme to private providers.

Established in 1995 in Singapore, EtonHouse has successfully expanded its presence locally and internationally based on its commitment to quality and best practice. Over the past 18 years, parents have valued the EtonHouse curriculum and learning environments derived from research based international best practice and innovative bilingual programmes. EtonHouse hopes to play a more active role in strengthening the quality of early years practice in Singapore and has been looking out for opportunities to reach out to a wider spectrum of Singaporeans.

As early as 2009, EtonHouse was involved in the anchor operator scene when it became the first private operator to partner with the PAP Community Foundation (PCF) to manage Hampton Pre-School, a PCF centre in Bishan East. This was in line with the EtonHouse's objective of making its programme accessible to more families in Singapore. Hampton Pre-School at Bishan is very well received by residents and has been recognized for its high quality and affordable programme. Last year, EtonHouse expanded its collaboration with PCF to launch Hampton Pre-School Tanjong Pagar – a centre initiated and launched by Singapore's former Prime Minister Mr Lee Kuan Yew.

As an appointed anchor operator, EtonHouse will be able to leverage on both its core expertise in running pre-schools based on international best practice and its experience with Hampton to open E-Bridge campuses across the island catering to

wider communities from different backgrounds. Elaborating on this initiative, Mrs. Ng Gim Choo, Founder and Group Managing Director of EtonHouse said “The government is making a huge commitment to enable AOPs to operate high quality childcare centres at affordable prices. As the Chinese say, “三岁见大, 七岁见老”, a child’s personality and his foundation for his future is formed by the age of seven. The early years are crucial for children’s development and the government is investing significantly in early childhood education for a better future for Singapore.

As a homegrown Singapore brand, we are honoured to have this meaningful opportunity to collaborate with the Government to play a more active role in improving the lives of children, families and the community at large through education. We believe that quality early years education is a fundamental right for every child regardless of his background, and we are confident that E-Bridge will offer a programme which will lay a strong foundation for Singaporean children from all walks of life.”

E-Bridge will offer an inquiry based programme that is engaging and addresses children’s learning outcomes, encompassing skills, attitudes and knowledge across all domains of development. The strong second language programme delivered in an integrated bilingual environment will empower children to pick up and appreciate Mandarin spontaneously and efficiently. E-Bridge will also adopt high standards of practice with its quality assurance framework based on policies and standard operating procedures derived from international best practice. E-Bridge teachers will have access to a thorough and intensive training and professional development programme supported by EtonHouse. The children and parents thus have access to a holistic and nurturing learning environment that supports inquiry and exploration and encourages children to be confident, bilingual, responsible and happy citizens.

The first E-Bridge Pre-School will commence operation in 2014.

– End –

**Contact:**

Lin Peimin

Brand Manager

EtonHouse International Education Group

178 Clemenceau Avenue #06-00, Haw Par Glass Tower, Singapore 239926

Tel: +65 6229 5736 / Mobile: +65 96200264

Email: [peimin.lin@etonhouse.com.sg](mailto:peimin.lin@etonhouse.com.sg)

[www.etonhouse.com.sg](http://www.etonhouse.com.sg)

**About EtonHouse**

The EtonHouse Group provides educational services in Singapore, China, Indonesia, India, Japan, Korea, Malaysia, Cambodia, Vietnam and Hong Kong SAR. Headquartered in Singapore, the Group operates more than 70 campuses across these 9 countries. Together, these campuses have over 7000 children from more than 60 different nationalities.

EtonHouse schools follow an international curriculum based in best practice. In the early years, a child-responsive inquiry based “Inquire-Think-Learn” curriculum, inspired by the Reggio Emilia approach is followed. In the primary and middle years, EtonHouse follows the International Baccalaureate (IB) Programme. Both the EtonHouse curriculum and the IB acknowledge children as active participants as their own learning and aims to build in children skills of exploration and discovery; investigation and research; collaboration and teamwork. EtonHouse offers an outstanding bilingual programme. Mandarin, Japanese, Hindi and Malay as additional languages are also offered in different centres, equipping children with strong language skills. EtonHouse Newton and Orchard in Singapore are the first stand-alone pre-schools in Singapore to acquire the IB PYP World School status. EtonHouse Group has a total of 6 IB accredited schools in the region. EtonHouse International School in Suzhou, Jiangsu, is elected one of the top 500 schools in China by a USA research company.

EtonHouse Pre-schools were also amongst the first in Singapore to receive the SPARK (Singapore Pre-Schools Accreditation Framework) award introduced by the Ministry of Education to both acknowledge and raise the quality of pre-school

education in Singapore. EtonHouse educators also won the “Outstanding Leader” and “Outstanding Teacher” awards conferred by MSF in 2011 and 2012, the highest awards in the profession.

EtonHouse also runs an in-house research and professional development centre that provides continuous training and pedagogical support. In March 2010, it brought the first Reggio Children conference to Singapore, followed by another one in April 2012. In 2013, EtonHouse became a member of the Reggio Children International Network and launched REACH (Reggio Emilia in Asia for Children), the first organization to represent Reggio Children in Asia.