

KIDZAAM MEDIA RELEASE

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FOR IMMEDIATE RELEASE:

DR. BOBBY RABER: KIDZAAM'S FIRST FRANCHISEE

Prescott Valley, Arizona.....On September 24th, 2007, Dr. Bobby Raber was announced as KidZaam's first franchisee by KidZaam CEO and Founder, Dr. Al Higgins. Dr. Raber is taking over KidZaam corporate locations in Prescott and Prescott Valley.

"Bobby Raber is the ideal person for our first franchises," said, Dr. Higgins, "He has a passion for serving children with sincere enthusiasm and dedication."

FROM FARM HAND TO PEDIATRIC DENTIST

It has been quite a journey to KidZaam for Bobby Raber. During his high school years he spent his summer months in the school of hard labor as a farmer, welder and dairyman some sixty hours a week. However difficult, the rugged hands on work developed in Raber a strong sense of dedication, discipline and determination which helped drive him to graduate from high school with a 4.0 grade average. He was also one of several valedictorians for his class.

Upon completing his first year at college, Bobby took a sabbatical leave to live in Taiwan thereby fulfilling his commitment for missionary service to others. During his two years in the Far East, Raber became fluent in Mandarin Chinese learning a great deal about Chinese history and culture.

Upon his return he married his high school sweetheart, Elizabeth Gilstrap and completed his undergraduate studies at Brigham Young University earning a BA in Exercise Physiology.

While at BYU, Raber experienced a turning point in his life. It happened while shadowing the pediatric dental practice of Dr. Kevin Markham in order to watch him working with children. He was impressed with how Dr. Markham treated each child with tender loving care and concern. Markham taught Raber the lesson that children don't choose to be born into a family without dental insurance and that he never allowed money to be more important than the needs of a child. This experience left an indelible impression on how young Raber would relate to his fellow man.

To this day Dr. Raber's motto is "If we treat all of God's children, He will bless us for it." Or to quote Ben Franklin, "He serves God best who serves his fellow man".

Dr. Bobby Raber is an entrepreneurial risk taker equipped with exceptional skills and training that have enabled him to make his dreams of working with children become a reality. However, like the late Walt Disney, Bobby views financial success as providing him with more resources in order to be able to do more in serving others. In Bobby's mind that means being able to treat those in need of health care but cannot afford it.

Highly motivated by Dr. Markham's example, Raber attended the dental school at Nova Southeastern University, Fort Lauderdale, Florida where he received the Clinical Performance Award for the highest clinical grade average.

During his time in Fort Lauderdale, Raber also served for two years as medical mission coordinator to Jamaica providing dental treatment for underserved children.

Raber did his Pediatric residency at prestigious Temple Children's Hospital in Philadelphia where he received the Outstanding Resident Award given to the resident who does the most to give back to the hospital and patients.

Over time, Dr. Raber began to dream about starting his own special kind of pediatric clinic. Perhaps something really different that kids would love to come and visit. Perhaps a castle, or a tree house or space ship, some fun setting for kids who needed to visit the dentist. Hearing about Bob's ideas, a fellow resident told him about a Dr. Higgins in Arizona and his unique KidZaam Klubhouse. It was not long thereafter that Bobby and his family flew to Arizona to visit Dr. Higgins and learn more about KidZaam.

"Dr. Higgins' fun approach played so well into my desire to provide exceptional care for every child in a fun environment that I was sold on KidZaam from the start," Raber says.

After graduation from Temple, the Raber family moved to Arizona in 2006. Dr. Raber worked side by side with Al Higgins since the establishment of the first freestanding KidZaam Klubhouse in Prescott Valley in 2006.

"I love KidZaam because it is different," Raber says reflecting back on the past year, almost every day I hear parents say, "Can I come here? Because I would like to be treated this way." Actually, KidZaam environment makes it easier for dentists to do what they do best."

The unique Prescott Valley KidZaam Klubhouse was opened in 2006 as a free standing facility and is the first of a nationwide network of KidZaam Klubhouses.

Inside each KidZaam Klubhouse is a wonderful, wacky world of “DentertainmentSM.” Music, songs, KidZaam characters and games capture the imagination of children who learn important lessons while having a wonderful experience.

The underlying KidZaam Dentistry™ is creating an ambience where children experience the very special KidZaam white glove treatment that makes them feel welcome, special, loved, respected and very, very important.

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