

# Kidville<sup>®</sup> 2013

Happy Kids. Happy Families.

**FREE  
TRIAL CLASS**

See page 19

**Find the best classes for your newborn to 6 year old**  
**Celebrate with a one-of-a-kind birthday party**  
**Discover KVV, our Pre-School Alternative**  
**plus: New Mom Bundle & Other Offers**

WINNER: "Best of" New York Magazine

# Welcome to Kidville!

## Letter from Shari

The New Year is always a special time for us as it marks another milestone to celebrate- Kidville's 8th birthday! It still feels like yesterday when we first opened the doors of our Upper East Side location in NYC.

Now, with yet another semester on the horizon, I am so pleased with the growth and innovation I see at all of the Kidvilles around the world. Not only are we adding new locations in New York, New Jersey, Chicago, Boston, and Maryland, we are also expanding into Canada and recently opened in Hong Kong.

Knowing that innovation is the key to success, we continue making new and exciting changes to our offerings. We've added brand new party themes perfect for throwing the best birthday party ever and continue to develop our classes like Rockin' Railroad, where there are new genres and songs EVERY semester. Even this Kidville guide has received a makeover in celebration of our birthday!

Be sure to check out our website for all the latest class offerings, information about upcoming events, and more. I can't wait to see what the next 8 years bring!

See you in class,

**Shari Misher Stenzler**

Co-Founder, Kidville



Andy and Shari Stenzler with their kids, Colby and Kylie.

At **Kidville**, our goal is to make the lives of families with young children better and easier by offering world-class early childhood development programs, birthday parties, and more all under one roof.

In providing a variety of premium services, Kidville has become a trusted resource for parent education and a destination for fun family time in communities around the world.

**Kidville is not just for kids...**  
it's designed with *families* in mind!

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Our approach to early childhood development & class descriptions starting on pg. 8

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Start planning your next birthday bash

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#### Special Offers

Current promotions at your local Kidville



**On the cover:** Kidville member Kyle in our Run Wiggle Paint & Giggle class. Photo by Heidi Green.



**For Franchise Opportunities**, call 877.254.0550 or visit [kidville.com/franchise2013](http://kidville.com/franchise2013)

# Happy Kids. Happy Families.



# One-Stop Shop for Families



## Classes

We are dedicated to offering fun, developmentally appropriate classes where children newborn to 6 years old learn through play and exploration.

Choose from classes in gym, music, art, dance, and enrichment. We also offer a pre-school alternative program and seasonal camps.

Turn to pages 6 and 7 for more info about our classes.

## Membership

Register for any Kidville class and receive an annual Silver Membership for FREE!

Upgrade to Gold, Platinum or Diamond Membership for additional discounts, exclusive offers, and priority registration.

Visit [kidville.com/membership13](http://kidville.com/membership13) for more information.



## Birthday Parties

Kidville parties are legendary and hassle-free! Choose a party package, customizable theme, and add-ons to make your party extra special. Members receive up to \$150 off birthday parties!

Turn to page 15 for our party planning checklist.



## Indoor Playspace

At various times throughout the week, our state-of-the-art children's gym is converted into a supervised indoor playspace, giving kids a fun and safe space to run, climb, and make new friends all year-round.

Visit [kidville.com/playhours13](http://kidville.com/playhours13) to find current playspace hours at your local Kidville.



## Boutique

Carrying unique toys, fashions, and accessories for the six and under set. Members receive up to 15% off at boutique locations nationwide.

Visit [kidville.com/retail13](http://kidville.com/retail13) for special offers.



## Salon (select locations)

We specialize in making time in the styling chair fun and easy for kids, as they sit back and relax with DVDs, games, or toys. Members receive up to 15% off haircuts at salon locations nationwide!

Visit [kidville.com/salon13](http://kidville.com/salon13) for special offers.

# Classes for Every Kid

Our programs instill confidence and help children grow physically, socially, and cognitively in a safe, stimulating environment



## Music

newborn — 5 years

- Sing & dance to original hits and familiar favorites performed by the Rockin' Railroad
- Discover tempo & rhythm with hands-on instrument exploration and drum circle time
- Develop language & sound recognition skills by playing listening games with our Grandma and Izzy puppets



## Gym

6 months — 6 years

- Navigate obstacle courses, stack giant blocks, bounce on the Tumbl Trak, and fly on the indoor swings
- Build self-confidence, social skills, sport-specific and tumbling skills in a non-competitive, supportive environment

## Art

18 months — 5 years

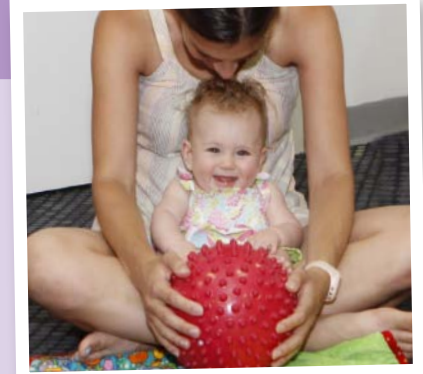
- Explore structures and create projects inspired by storybooks and travel destinations
- Get messy with giant paper painting and unearth hidden treasures in our sensory play bins
- Reveal emerging creativity and develop fine motor skills



## Enrichment

4 months — 5 years

- Engage in circle time, manipulative toy play, and singing with one of our musicians
- Get inspired by theme-based lesson plans that guide hands-on art & science exploration
- Structured routines help children gain confidence about transitions



## Dance

18 months — 5 years

- Playfully perform basic dance positions through music exploration & movement games
- Learn fun choreography to share with family & friends
- Increase self-esteem, coordination, balance, and poise

## Kidville University™

2.0 — 3.3 years

- Our pre-school alternative program featuring a gradual separation\* process
- Individual & group activities, small teacher-child ratio, and a child-centered curriculum provide a positive first school experience



\*More info at [kidville.com/policy](http://kidville.com/policy)





## Infants, Crawlers, Cruisers

newborn – 24 months with parent/caregiver

### Rockin' Railroad: Unplugged™

(newborn-12 months)

Join us for the “unplugged” version of our popular musical adventure. Each week, our live 4-piece acoustic band takes you on a journey designed with our tiniest passengers in mind. Delight in musical storytime, movement songs and lap activities, group drumming exploration, and bubbles galore! (45 minutes)

### Wee Wiggle Giggle™ (4-12 months)

Each week, we explore cool manipulative toys and teach grown-ups new ways to play and engage with baby. Our sign language segment introduces Wiggles to language development, and we close with a visit from one of Kidville's own musicians to get those babies dancing! (45 minutes)

### Big Muscles for Little Babies®

(6-12 months)

Babies learn something new about their bodies every day! This introductory gym class teaches grown-ups how to support baby as he or she faces new challenges from sitting to standing and crawling to cruising. (45 minutes)



### Big Muscle Playtime™

(12-18 months)

Designed for walkers, this class helps curious kids develop coordination as they practice their new way of moving. We'll navigate obstacle courses, lift and stack giant blocks, jump on the Tumbi Trak, and play on our indoor swings to build balance, strength, and stability. (45 minutes)

### Run Wiggle Paint & Giggle®

(12-18 months, 18-24 months)

This pre-nursery program engages toddlers with games and materials including cause and effect toys, puzzles, and books. We gather as a group for welcome circle, story time, block building, and bubbles before moving on to digging bins or an introductory art activity. Class ends with a visit from our live musician!

(60 minutes)



### New Mom Bundle

Use your smart phone's QR reader to receive this offer or visit [kidville.com/newmom](http://kidville.com/newmom)



## Our classes help you...

- ✓ Track developmental milestones
- ✓ Meet new families
- ✓ Spend time with your baby in a fun atmosphere

# Kidville classes for babies go way beyond Mommy & Me

### Rockin' Railroad™ (12-24 months)

Embark on an exciting musical adventure led by a rockin' conductor and crew. We explore tempo, rhythm, word recognition, sound identification, and learn about new instruments and musical genres each week. The train's about to leave... so have your tickets out please! (45 minutes)

### Big Muscle Builders™ (18-24 months)

Unstoppable toddlers build their muscles, imaginations, and confidence as they climb courses, jump on the Tumbi Trak, enjoy our indoor swings, and lift, carry, and stack giant blocks. Teachers guide busy bodies through new skills with games and gizmos that get children excited about exercise. (45 minutes)

### My Big Messy Art Class® (18-24 months)

Storybook sharing promotes new ideas and creativity as little ones are set free to smear, squeeze, splatter and otherwise explore artistic possibilities. Weekly themes inspire sensory play bins, writing table activities, a take-home art project, and materials for giant paper painting. This fun is way too big (and messy) to try at home! (45 minutes)

Turn to page 11 for more 18-24 month art classes

### Toddlers in Tutus™

(18-24 months)

Tiny dancers come and play! Visions of pink tutus twirl around to beautiful music, expanding the love of dance through new ways of moving in space. After dancing is done, little ladies enjoy a tea party to refresh their energy. (45 minutes)

### Camp Kidville™

(18-24 months)

Campers as young as 18 months visit different classrooms where specialists lead them through all kinds of activities from gym, arts and crafts, music, and more! Multi-day sessions offered in 2, 8, 12, and 16-week sessions during the Spring/Summer semester. (90 minutes)

Turn to page 14 for more info



## Juggling Two Kids?

These classes are perfect for siblings or friends with children of different ages... only one adult lap required!

### Rockin' Railroad™ (newborn-5 years)

Join us for a musical adventure through tempo, rhythm, word recognition, and sound identification led by our live 4-piece band. Each week features a different genre, sung storytime, and new movement and letter songs. We explore instruments, meet puppet friends, and make stops at fun destinations before returning to Kidville Station. (45 minutes)

### Wiggle Giggle Together™

(6 months-3 years)

Calling all siblings! This mixed ages program presents a range of interactive activities designed for different stages of development. Grown-ups learn to engage babies and toddlers with age-appropriate books, blocks, and manipulative toys. Each class ends with a visit from our live musician. (60 minutes)



# Two's and Three's

2 – 3 years with parent/caregiver, unless noted

## Run Wiggle Paint & Giggle®

(2 years)

This pre-nursery program engages toddlers through stories, manipulative toys, group block building, and themed art exploration. We end class singing and dancing with one of Kidville's rockin' musicians!

(60 minutes)

## My Big Messy Art Class®

(2 years)

Little ones smear, squeeze, splatter and explore their artistic possibilities with dough, chalk, collage, and giant paint painting. Storybook sharing inspires new ideas and creativity for a messy good time.

(45 minutes)

## Big Muscle Builders™

(2 years)

Teachers guide unstoppable toddlers through new skills with games and gizmos that prepare children for gymnastics and sports activities. Busy bodies build muscles, confidence, problem-solving skills, and more through obstacle courses, block building, parachute play, and swings & things.

(45 minutes)

## Ballet Tea Party™

(2 years)

This class playfully introduces basic ballet positions and movements using music, games, and creative imagery. Enjoy a tea party in your tutu after the dancing is done, and share a special dance session with family and friends at the end of the semester.

(45 minutes)



# Kidville University™

Giving toddlers a positive first school experience

Kidville University™ (KVVU) guides toddlers through social skills within a playful setting as they transition to school and offers a curriculum that stimulates their natural curiosity as they explore new ideas. A small teacher-child ratio ensures individualized attention and a caring lap for each child as he or she makes the first transitions to separation\* and builds trusting relationships with his or her teachers.

Our teachers serve as guides for families throughout the separation process\* utilizing fun transitions between activities that allow children to gain confidence and independence as they become familiar with the structure of the day. During this multi-hour program, children participate in small and large group activities that introduce literacy, numeracy, and creative thought concepts. Play centers such as blocks, dramatic play, a book corner, sensory, art, and small and big-muscle play encourage young children to touch, try, and think creatively.

Kidville University™ is offered in the Fall and Winter semesters for a minimum of two hours per day, two days per week with an optional third day. Learn more at [kidville.com/kvu13](http://kidville.com/kvu13).

✓ Call your local Kidville to schedule a tour of KVVU

# Unlock creativity, exploration, and instill confidence in our 2's and 3's classes

2 – 3 years

## Camp Kidville™

(2 & 3 years, separation optional or drop-off\*)

Campers visit different classrooms where specialists lead them through all kinds of activities from gym, art, music, and more! Multi-day sessions offered in 2, 8, 12, and 16-week sessions during the Spring/Summer semester. (120-180 minutes, based on age)

Turn to page 14 for more info

## Rockin' Railroad™

(2 & 3 years, newborn-5 years)

Embark on a musical adventure with our live 4-piece band. Featuring sung story time, hands-on play with instruments, sound recognition games, plus original hits and familiar favorites, this class is sure to get you and your little one dancing! (45 minutes)

## Kidville Soccer™

(2.5 – 3.0 years, separation optional\*)

Our program focuses on building the skills of confidence, dexterity, coordination, and endurance. Classes take place in our state-of-the-art gym, which features a safe padded floor perfect for indoor soccer. (50 minutes)

## Mess Lab™

(2.6 – 3.0 years, separation optional\*)

Art, science, and engineering meet at the intersection of messy and magical in this hands-on class. Young investigators explore materials like paint and putty, magnifiers and magnets, blocks and builders, learning about the world around us and how things work! (45 minutes)

## Seasonal Art Classes



### a R-R-R t™ (Three R's Art)

(18-24 months; 2 years)

Reduce-Reuse-Recycle for beautiful art and a beautiful world! This class makes good use of things you might otherwise toss away. We'll "go green" in the most colorful way! Offered in the Winter semester. (45 minutes)

### Color Splash™

(18-24 months; 2 years)

Come along on this creation-vacation. Weekly themes inspire activities from wet and wild painting on our walls to take-home art projects. Water tables and sand trays make for indoor "beach" play without the sunscreen or traffic. Offered in the Spring/Summer semester. (45 minutes)

### My Masterpiece™

(18-24 months; 2 years)

Inspired by various styles of art from Impressionism and Realism, to Abstract and Pop Art, children explore mediums including painting, sculpture, drawing, collage, and more. Offered in the Fall semester. (45 minutes)

\*More info at [kidville.com/policy](http://kidville.com/policy)



## Our classes help...

- ✓ Establish your child's independence
- ✓ Engage your child with open-ended questions
- ✓ Prepare your child for pre-school





# Big Kids

3 – 6 years

*All classes for 3 year olds are separation optional, and all classes for 4-6 year olds are drop-off, unless noted\**

## Rockin' Railroad™

(newborn-5 years, with parent/caregiver)

Join us for an exciting musical adventure through tempo, rhythm, word recognition, and sound identification. The class explores a different instrument and musical genre each week and meets special puppet friends along the way. The train's about to leave...so have your tickets out please!

(45 minutes)

## Mess Lab™ (2.6–3.0 years, separation optional\*)

Art, science, and engineering meet at the intersection of messy and magical in this hands-on class. Young investigators explore materials like paint and putty, magnifiers and magnets, blocks and builders, learning about the world around us and how things work! (45 minutes)

## Next Stop, Hip-Hop™ (3 years)

Building balance, strength, and endurance, this dance adventure introduces your child to hip-hop, R&B, and world music through games and small-step choreography. On the last day of class, there is a special dance party with family and friends to showcase our new moves! (45 minutes)

## Big Muscle Workout™

(3 years; 4, 5 & 6 years)

Big kids break a sweat playing games, running through obstacle courses and learning new sports

skills each week. Individual and group activities help build strength and agility while promoting teamwork and problem solving. (50 minutes)

## Kidville Baseball™

(3 years; 4, 5 & 6 years)

Our program introduces your young ball player to the basics of America's favorite pastime. Through fun demonstrations and non-competitive drills, future Big Leaguers hone batting, throwing, and catching skills while developing balance, strength, and coordination. (50 minutes)

## Kidville Basketball™

(3 years; 4, 5 & 6 years)

NBA stars in training learn fundamental skills for the court in a positive, supportive environment. Emphasizing teamwork and sportsmanship, this recreational program focuses on improving basic motor skills as well as developing sport-specific skills like passing and ball-handling. (50 minutes)

## Kidville Gymnasts™

(3 years; 4 & 5 years)

Fitness and fun in one class! Kid-sized event apparatuses introduce young gymnasts to beams, bars, rings and springs. We playfully introduce activities to promote strength, flexibility, balance, and coordination through non-competitive games, props, and skill drills. (50 minutes)



## Our classes...

- ✓ Build on school learning and expand social skills
- ✓ Unlock curiosity about the world around us
- ✓ Get the sillies out in a stimulating environment designed for learning and playing

# Make new friends and learn new skills in our Big Kids classes

## Kidville Soccer™ (3 years; 4 & 5 years)

This playful program focuses on the skills of confidence, dexterity, coordination, and endurance through the joy of the game. Classes take place in our state-of-the-art gym, which features a safe padded floor perfect for indoor soccer.

(50 minutes)

## Kidville Sports™ (3 years; 4, 5 & 6 years)

With so many sport choices, why choose just one? Children build coordination, core-body strength, and agility with non-competitive exploration of balls, bats, hoops in this playful, non-competitive introduction to football, basketball, track & field, baseball, and hockey. (50 minutes)

## Ballet Tea Party™ (3 years; 4 & 5 years)

Budding ballerinas learn basic positions and movements through music, games, and stories in this playful introduction to ballet. Dancers enjoy a tea party at the end of each class, and family and friends are invited to a special performance on the last day of class. (45 minutes)

## Totally Tap™ (3 years; 4 & 5 years)

Shuffle down to Kidville for this beginner's exploration of steps, sounds, and rhythm! Consisting of exercises, technique and cumulative choreography, this dynamic class will develop your little dancer's balance, coordination and musicality. Children will

show off their fancy footwork to family and friends on the last day of class. (45 minutes)

## Hip-Hop Dance Party™

(3 years; 4 & 5 years)

This high-energy hip-hop class will give your child a medium to explore rhythmic expression and fitness. Dancers will develop their funky style through steps and routines, which will be showcased in an end of the semester performance for family and friends. (45 minutes)

## Construction Junction®

(3 years; 4 & 5 years)

Young architects learn how to plan, build, and construct their own 3-D city structures in this advanced art class. We "travel" all over the world and create roads, towers, monuments, and pyramids using wood, collage, cloth, clay, and more. (45 minutes)

## Savvy Scientists & Awesome Engineers (4 & 5 years)

Weekly themes inspire discussions, demonstrations, hands-on exploration, and science-based art activities in this interactive class. Curiosity leads to industry as we explore the science around us from air pressure and water flow, to magnets and the solar system. (60 minutes)

\*More info at [kidville.com/policy](http://kidville.com/policy)

# Camp Kidville™

## Flexible Scheduling for Busy Families

Campers 3-5 years old visit different classrooms where specialists lead them through all kinds of activities from gym, art, music, hands-on science exploration and more! Multi-day sessions offered in 2, 8, 12, and 16-week sessions during the Spring/Summer semester. (180 minutes)

PLUS! One-week specialty and holiday camps available.

✓ Call your local Kidville or visit [kidville.com/camp2013](http://kidville.com/camp2013)



# Summer Programs

18 months — 5 years

The countdown to Camp has begun!

## Camp Kidville

Be the 1<sup>st</sup> to find out What's NEW!



Visit [kidville.com/camp13](http://kidville.com/camp13)

## All Fun, All Summer!

No sweltering heat — no rain — no sunburn, just an amazing line-up of exciting and structured activities from May to August.

### Camp Kidville™

Continue the fun all Spring and Summer long at Camp Kidville! Our developmentally appropriate program keeps growing minds stimulated and busy bodies on the move. Campers and their counselors visit different classrooms each day and participate in structured activities from gym and music, to arts & crafts, hands-on exploration and more. Come make new friends, sing familiar camp songs, and play classic camp games. Multi-day sessions offered in 2, 8, 12, and 16-week sessions during the Spring/Summer semester. (90–180 minutes, based on age)



#### Starfish & Goldfish

18-24 months, with parent/caregiver



#### Tigers, Sharks, Alligators

2 years, separation optional\*



#### Rockets & Space Invaders

3, 4 & 5 years, drop-off\*

\*More info at [kidville.com/policy](http://kidville.com/policy)

# Birthday Parties

1 — 9 years



## Kidville has your party checklist covered:

- Private party space
- Online invitations
- 90-minutes of non-stop fun tailored to the theme of your choice
- Take-home art project
- Customizable birthday cake
- Pizza and juice for kids
- Age-appropriate premium party favors
- Expert staff to do it all

Having your party at Kidville is as easy as 1-2-3



# So Many Ways to Party

## Kidville birthday parties are legendary and hassle-free

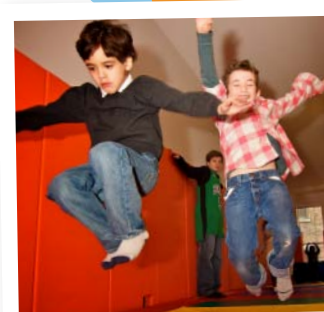
From set-up to clean-up and everything in between, we work hard so you don't have to!

- 1 Choose from three all-inclusive party packages
- 2 Select a customizable theme, favors, and more
- 3 Add a personal touch with fun extras

Here's a sneak peek...

### Welcome Room & Activity Station

Your guests are greeted at the Kidville Fun Zone and are immediately introduced to exciting activities like Kidville's Play-dough Creation Station, Kidville Builders Block Station, and an activity tailored to your party theme.



### Take-Home Project Time

Our party leaders escort your guests to the Kidville Art Table for an amazing take-home project like Sand Art, Crayon Boxes, or Treasure Chest-making!

### Action-Packed Gym Bonanza

The little ones go on a Dino Egg Hunt, fly like superheros on the zip line or join a Treasure Hunt Adventure. We end with the famous freeze dance party and bubble popping mania.

### Eat, Sing, and Leave Happy!

During the last 30 minutes, enjoy pizza & juice, sing the Birthday Song, and enjoy one of Kidville's legendary cakes. Your guests leave with the best goody bag in town filled with Premium Favors from celebrated brands like Melissa & Doug and Alex Toys.

Call your local Kidville to schedule a **FREE** consultation with our **Birthday Party Manager**



Learn more at [kidville.com/party13](http://kidville.com/party13)

# Our Members Know Best

**I just LOVE that everything was taken care of so that I was actually able to enjoy the party.**

– Cindy, mom to Navin (age 4)

I am so happy that I chose (KVU) over other programs. The nurturing and loving environment provided my child with a great first school experience.

– Carmelita, mom to Sofia (age 3)

**“Think of (Rockin’ Railroad) like an episode of Sesame Street come to life.”**

– Melissa, mom to Ilan (19 months) & Cool Mom Picks editor

Our family couldn't be happier and we will keep coming back.

– Michael, dad to Arya (age 3.5)

**The staff here is PHENOMENAL in capital letters!**

– Lori, mom to Kasen (22 months)

**“It was awesome to see Jack grow and learn and make so many new friends at KVU & Camp Kidville.”**

– Stacey, mom to Jack (age 3)

## FREE Trial Class

See what all the buzz is about... try a class on us!

Choose from hundreds of world-class programs from our Rockin’ Railroad music class to our popular Big Muscle and Wiggle series of classes.

### How to redeem:

- 1 Visit [kidville.com/trial13](http://kidville.com/trial13)
- 2 Call your local Kidville

New members only. Trial class offer subject to availability and advance reservation required. Valid at participating locations. Limit one per child.



## Unlock Your Savings!

Go online for new offers every month:  
Classes • Birthday Parties • Boutique • Salon  
• 8moms by Kidville •

Visit <http://offers.kidville.com/2013>



With all that Kidville has to offer families, we are excited to help new franchise owners bring the concept to their own communities.

✓ Call 877.254.0550 or visit [kidville.com/franchise13](http://kidville.com/franchise13)

This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. Residents of CA, HI, IL, IN, MD, MI, MN, NY, ND, OR, RI, SD, VA, WA, and WI will not be offered a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your state.



**Kidville**<sup>®</sup>  
Happy Kids. Happy Families.

163 East 84th Street, New York, NY 10028



PRESORTED  
STANDARD  
U.S. POSTAGE  
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FOX VALLEY, IL  
PERMIT 313

## Visit Our Stores:

### Upper East Side

163 East 84th Street  
(btwn. Lexington & 3rd)  
212.772.8435

### Union Square

67 East 11th Street  
(btwn. University & Broadway)  
212.388.9810

### Upper West Side

466 Columbus Avenue  
(btwn. 82nd & 83rd)  
212.362.7792

### Murray Hill *Coming Soon!*

105 East 29th Street  
(btwn. Park & Lexington)  
212.388.9810

### Tribeca

200 Church Street  
(corner of Duane)  
212.362.3923

### Park Slope

808 Union Street  
(corner of 7th)  
718.569.2150

### Midtown West

515 West 51st Street  
(btwn. 10th and 11th)  
212.765.0783

### Carroll Gardens / Cobble Hill

380 Court Street  
(btwn. Carroll & President)  
718.522.1700

## Our Learn, Play & Party Checklist:

- Redeem our Trial Class offer at [kidville.com/trial](http://kidville.com/trial)
- New Year, New Semester - Enroll in Winter classes
- Plan ahead: Spring/Summer programs, Birthday Parties and KVV

Call your local Kidville or visit [kidville.com/2013](http://kidville.com/2013) for more details!