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<u>FOR IMMEDIATE RELEASE</u>

Code Ninjas to Host Grand Opening "Back to School Bash" in Pensacola
Code Ninjas Center Celebrates on Aug. 26 and Focuses on Building Video Games, Robotics, and other STEM Activities

PENSACOLA, Fla. (Aug. xx, 2023) Say the words "video game," and your kids are bound to stop and listen. The owner of Code Ninjas, a learning center that will celebrate its grand opening "Back to School Bash" on Aug. 26, knows that video games aren't only fun but educational. Located at 3 West Nine Mile Rd., Ste. #5, Code Ninjas in Pensacola will serve the local community by teaching children computer coding and problem-solving skills, while they have fun building video games.

Jo Dawn Brown, a military spouse and educator, along with her U.S. Air Force-serving husband, are the local owners of the new Pensacola location. Brown saw firsthand how impactful Code Ninjas was for her son when he engaged with the concept in his youth. When Jo Dawn and her husband first moved to Pensacola, they saw a need for additional youth education centers in the local community and just knew from the beginning that they wanted to open their own Code Ninjas location. Brown recognized that coding provided much-needed and sought-after skills that opened the door for children to pursue many technical professional opportunities. Opening her first Code Ninjas center, Jo Dawn now looks forward to giving back to the community and teaching kids the skills of coding, critical thinking, and problem-solving.

"I was first drawn to Code Ninjas because of my son. Growing up, my son had a passion and mind for tech and was not a kid who played sports. So, when we found Code Ninjas in San Antonio, we knew it would be the perfect place for him to learn teamwork while cultivating skills he already had a passion for. Now, my son is a sensei at our new location in Pensacola and helps teach other children the same skills he first learned to embrace when he was a Code Ninjas student," said Jo Dawn. "The world is continuously becoming more digital, with expanding needs for those with coding and STEM skills. We want to be a part of the movement to help children in Pensacola build those technical and leadership skills, so they're well prepared for the future world."

Pensacola children ages 5 – 14 can look forward to visiting the new Code Ninjas center to learn how to code in a fun, safe, and social learning environment, where gaming is celebrated and STEM is cool. Everything about Code Ninjas is built around fun, which keeps kids coming back. The center also provides the results that parents are looking for as their children gain the coding and problem-solving skills they'll need for the jobs of the future.

"Code Ninjas is a perfect place for kids to learn valuable skills at a young age that will help set them up for a successful future," said Jo Dawn. "It's amazing to see kids at the center show their parents all that they have learned at Code Ninjas and how they are having fun while doing it."

Code Ninjas accomplishes this with a robust, game-based curriculum made up of nine belts, just like martial arts. The curriculum is self-paced, but not self-taught; kids get immediate help and encouragement from Code Senseis and fellow students as they advance from white to black belt. The program keeps kids motivated with little wins along the way and "Belt-Up" celebrations where they receive color-coded wristbands to mark their graduation to the next level. By the time a child finishes the program, they will publish an app in an app store. The app they create can also be leveraged to assist with admission and scholarships for college.

Code Ninjas offers a variety of opportunities for children to get involved, including camps, Roblox™, LEGO™, and Minecraft™ clubs, birthday parties, and Parents Night Out events on weekends.

For more information about the Pensacola Code Ninjas location, please visit https://www.codeninjas.com/fl-pensacola or call (850) 889-8636.

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About Code Ninjas
Founded in 2016, Code Ninjas® is the world's largest and fastest-growing kids coding franchise. In hundreds of Code Ninjas centers, kids ages 5-14 have fun building video games while gaining life-changing skills in coding, robotics, and problem solving. Kids have fun, parents see results®. For more information, visit www.codeninjas.com.