



## **Kids At Heart Photography Grants First Franchise in the State of California**

*Kids At Heart Photography has struck gold in the state of California. Kids At Heart Photography grants first franchise in the state of California. Kids At Heart offers photography services to daycare/preschools, elementary/middle schools, youth sports leagues, dance and camp photography.*

Hamilton, NJ, August 22, 2007 --(PR.com)-- Mike and Janice Borba of Kingsburg, CA, were recently awarded a Kids At Heart Photography franchise and will service Kings, Tulare and part of Fresno Counties. "Janice and I are happy to return to working with kids and finally being able to have the lifestyle that allows us to spend more time with our family", says Mike Borba. "We like working with people, especially children. We like to make the children smile."

Kids At Heart Photography, Inc. is the premier leader in school and youth photography, with 16 years of "capturing children's smiles." Founded in 1991, Kids At Heart is the alternative to the typical "point & click" school and sports photographers. They have successfully photographed over one million children.

Kids At Heart Photography is offering franchises in order to give families the best option for their precious children's portraits. Kids At Heart franchisees will provide better quality and service because they have a vested interest in the success of picture day.

Mike Borba has lived in Kingsburg all of his life. He is a 1982 graduate of Kingsburg High. After high school, Mike served in our United States Army. Mike is familiar with the school system where he served as a school bus driver for 18 years. Mike has a 13 year old daughter, Maci.

Janice Borba is from California and graduated from College of the Sequoias with an AA in Business Management degree. Janice is also an entrepreneur. She has owned a fast food restaurant and woman's clothing store. Janice and her husband Mike also own a successful yard care business in Kingsburg.

"Mike and I worked together for the Kingsburg School District. We both loved working with the kids everyday, but due to school changes we decided to leave the position and start our own business. We enjoyed servicing our customers but still missed working with the children" says Jance Borba. "We chose Kids At Heart because this business fits all of our career and family needs. We can return to working with children and still have the freedom to enjoy our family and hobbies."

Mike and Janice are motorcycle enthusiasts. They own a Harley and belong to a motorcycle group that holds various charities for Valley Children's Hospital, Make A Wish Foundation, March of Dimes, Craycroft House and Muscular Dystrophy. They also enjoy taking family trips to the coast.

"In the youth photography industry, Kids At Heart is unique" says Michael Stewart, COO of Kids At Heart Franchise Services. "Mike and Janice Borba will provide their customers with the hands-on, personal service rarely found in this industry along with an experienced partner in Kids At Heart Franchise Services. We provide all of the back end labor of tech, lab and customer service allowing our



franchisees to focus on their customers. We offer our customers the charm of a Mom and Pop business with the support of an experienced corporation.”

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