

KIDZAAM MEDIA RELEASE

From: KidZaam Corporate Headquarters, Prescott, AZ
Contact: Joe Cosgrove @ 949.470.1934
E mail: Josephcos@earthlink.net



FOR IMMEDIATE RELEASE

AL HIGGIN'S DISNEYFICATION OF KIDZ DENTISTRY

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How does a Navajo Taos Pueblo Native American who worked as a janitor, dry wall installer, worker on the Alaska pipe line, tour bus guide and a hotel manager become a revolutionary visionary re-shaping how kids experience going to the dentist?

The passionate reply from Dr. Albert M. Higgins: "I like Walt Disney, I am following my dreams." One of Al Higgins primary goals in life is the total "Disneyfication" of Pediatric Dentistry.

The landmark Disneyland Toon Town type KidZaam Klubhouse, the buzz of Prescott Valley, Arizona since it was opened in 2006, is the physical manifestation of Al Higgins's imagination and vision.

Higgins reconceptualized the typical Pediatric Dentist office as a full imaginative experience through a themed environment encompassed in a customized structure known as a KidZaam Klubhouse filled with childish delights designed to entertain its guests while functioning as a dental clinic.

"My goal is to create a children's dental world unlike any other on earth," "Our KidZaam Klubhouses provide all the wacky, crazy entertainment a kid would want to experience in a dentist's office. I call it "Dentaltainment™" and I call our Pediatric Dentists "KidZologistsSM".

"Ultimately, our mission is to entertain, inspire, educate and motivate each new generation to the importance and value of good oral health so that it becomes a lifelong positive addiction. Our "Dentaltainment™" approach works wonders with children because they absorb the experience of visiting a dentist in a powerfully positive manner. Our patients love coming to KidZaam where they learn to love to take care of their teeth as a joyful part of each day," states Al Higgins, the founding "KidZologistSM" of KidZaam Pediatric Dentistry.

"At KidZaam kids learn to love taking care of their teeth. Whatever they love they give their attention to and soon it will become a life long positive and joyful activity," said

Higgins with a broad smile, “We KidZologistsSM specialize in using words kids use and understand and we make visiting the KidZaam KidZologistSM dentist a playful time for them.”

The child friendly world of KidZaam answers the question: “Don’t all kids laugh when they go to the dentist?” In fact, KidZaam is surrounded by the sounds of children’s contagious laughter continuously coming from a large colorful “Laughing Gas Tank” labeled with giant “HA” which welcomes youngsters as they hop, skip and race toward the funky KidZaam Klubhouse.

Once inside KidZaam youngsters find themselves in a magical world of joyful sights, sounds and animated characters designed to illuminate their imagination and tickle their funny bone.

Kids enter the Minimimizer room to be shrunken in size in order to fight DK(decay) and his goons throughout the body inside the germinator machine. KidZaam patients wear lab coats and florescent goggles while being debugged during their KidZamination.

KidZologistsSM Dress To Entertain, Enchant and Create Smiles

KidZaam Pediatric Dentists carefully dress from head to foot to become fully engaged in their role as a KidZologistSM.

Early on Dr. Higgins realized that tiny tots first looked at a person’s shoes. Therefore, KidZaam dentists wear the most outlandish, wild and colorful footwear in order to instantly engage kids who are each treated individually like one in a billion. Each patient is a VIK (Very Important Kid). KidZologistSM dress in black and white checked cargo pants, creating a playful appearance for the young patients. They wear a wide range and of variety colorful KidZaam shirts designed to capture and enchant kid’s imagination. Phantasmagorical garments from Spiderman to colorful Hawaiian flowers and other character shirts are adorned to bring smiles of delight from kids all ages. KidZaam makes going to the dentist a fun and positive adventure kids will want to repeat over and over.

“My vision is to create a positive dental experience that kids and their parents will talk about long after their time spent in the KidZaam Klubhouse,” says Dr. Higgins, a Board Certified, Pediatric Dentist and graduate of Creighton University School of Dentistry.

It was Al Higgins unstoppable “can do” attitude that impressed the Dean at Creighton Dental School who selected him for admittance from among a good many applicants.

During his four years at Creighton, Higgins was trained in Pediatrics specialties including endodontics, periodontics, orthodontics and oral surgery.

It was at Creighton where Dr. Higgins fell in love with working with children. To better understand the needs of dental care given to children, Dr. Higgins was selected by the Director of the Pediatric Program for additional hands on training at the Primary Children Medical Center, Salt Lake City, Utah.

Shortly thereafter, Dr. Higgins became Board Certified in Pediatric Dentistry assuring parents and children of the highest level of treatment possible. Sharing his transformational vision for dentistry is his wife, Susan Higgins, who maintained home and nurtured their four young children while Al was attending dental school and working to support his growing family.

Taking children's total health care to a higher level is Dr. Higgins ultimate vision for his Land of KidZaam, a special place, where highly motivated and qualified Doctors come together as a team to support and interact with other ancillary specialties on site. Excellent treatment and proper preventive care for all growing children are among the top priorities.

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