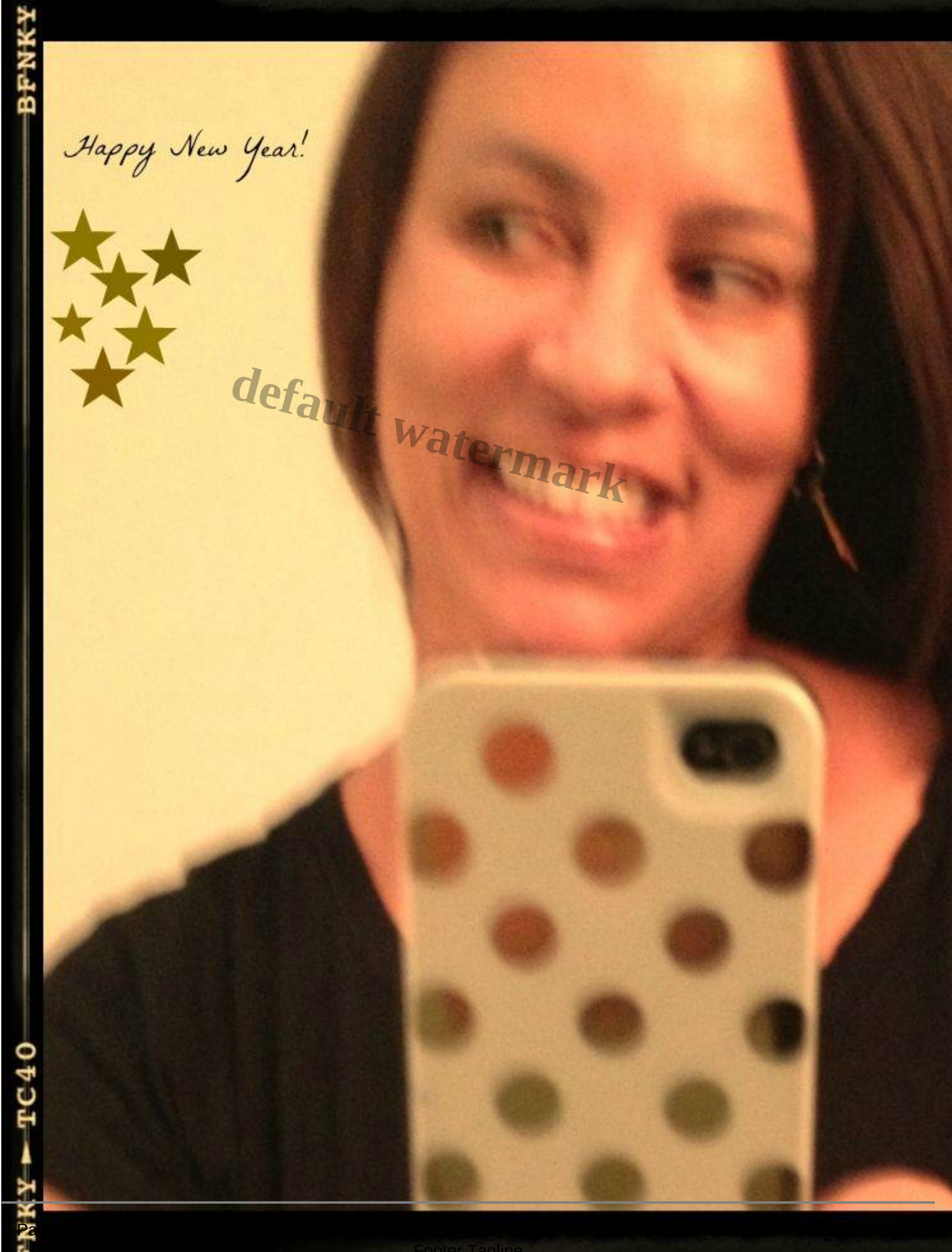


Happy New Year! Here's Lookin' At 2013!

Description

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Happy New Year! Weâ€™re so excited to welcome 2013! Thanks to our wonderful, incredible, loyal readers, we had a terrific 2012 here at *Beyond The Brochure*. Weâ€™re thrilled for those of you who got into the schools you wanted. And, unfortunately along with the private school admissions process comes disappointment and frustration for some of you. We understand the rejection and urge you not to give up in your quest for the right school.

Throughout the year, your emails, comments and questions have kept our blog interesting and engaging! After three years, we still look forward to writing posts and accepting speaking invitations at preschools. Weâ€™ve also had a great time meeting many of you at our events with Momangeles at Kidville and Romp. We plan to do more of these events in 2013.

We donâ€™t have to tell you that our fabulous guest bloggers bring expertise, perspective and humor to the site. Thank you to everyone who contributed this year!

Earlier this year, we completed our blogâ€™s new more user-friendly (please excuse the lingering formatting issues on older posts).

Looking ahead, the big news for 2013 will beâ€¦deep breathâ€¦the **Second Edition** of *Beyond The Brochure: An Insiderâ€™s Guide To Private Elementary Schools In Los Angeles*. It will be published in September 2013 and will have more of everything you want! More sample applications, letters of recommendations, an expanded list of schools and answers to questions youâ€™ve asked.



Project Knapsack board member Katie Kornfield, CEO/Founder, Porcha Dodson and Christina Simon at PK's annual fundraiser, Il Moro Restaurant. December 2012.

Supporting charitable causes we believe in is an important part of who we are. I'm very happy to join the board of directors of [Project Knapsack](#), the non-profit founded by Porcha Dodson, which delivers much-needed school supplies to children in Africa.

Perhaps the highlight of the year for our blog was being featured in [The Hollywood Reporter](#) and the international style site, [Elizabeth Street](#), among other publications. Truly an honor! Our book and blog continue to expand to more parents, thanks to our amazing readers.

Congratulations to Anne and her daughter, Carrie (a Crossroads alumni!), on the birth of Carrie's adorable baby boy a few weeks ago!

From our families to yours, Happy New Year!

Christina, Anne and Porcha

Category

1. Beyond The Brochure

Tags

1. Happy New Year
2. What coming up in 2013

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