

MEDIA RELEASE

MindChamps Announces Exclusive State Partnership for Washington DC, Maryland & Virginia (DMV).

The only early childhood education group with an education methodology patented in the US, UK and Australia launches in the DMV.

"What I saw in Singapore absolutely blew me away. I visited several MindChamps PreSchools and was deeply impressed by the calibre of the students – their eloquence, emotional intelligence, and confidence were unlike anything I've seen in early education. As the father of children who were educated in Northern Virginia, I know how hard it can be to find the right early learning center and I immediately knew that this was what the DMV needs."

Matthew Vandermast



David Chiem (Founder CEO & Chairman, MindChamps) and Matthew Vandermast (DMV Partner).

SINGAPORE / DMV, USA – [13 October 2025] – MindChamps, the global education leader renowned for challenging and lifting education standards, today announced an Exclusive State Partnership for the District of Columbia, Maryland, and Virginia (DMV) with local business leader and education advocate Matthew Vandermast.

This strategic move marks a powerful milestone in the expansion of the MindChamps Movement, as it brings to America an award-winning curriculum that is not only backed by over 27 years of research in the 4 Domains of

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Education, Psychology, Neuroscience and Theatre – but also stands as the only early learning brand to have an education methodology patented in the United States, United Kingdom, and Australia. These achievements have resulted in MindChamps being hailed as “the Global Education Movement of the 21st Century” by NY Times & Wall Street Journal bestselling author Dr Joseph A. Michelli.

MindChamps was founded with a bold vision: to close the widening gap between traditional education systems and the future world children must thrive in. With its unique 3-Mind education model – nurturing the Champion, Learning and Creative Mind – MindChamps empowers children to succeed not just academically, but as confident, compassionate and future-ready individuals.

Commenting on the announcement, New York Times and Wall Street Journal bestselling author Dr Michelli said, “There are few things more important to invest in for the future than the wellbeing of our children and giving them the tool for success. And that tool is MindChamps. So, I am really rooting for MindChamps in the United States to just catch fire like crazy.”

Originating in Sydney as a research centre in 1998 and headquartered in Singapore, MindChamps has set a new global standard in early learning, with centres across Singapore, Australia, and South East Asia. Its entry into the DMV is a major step in the organisation’s long-term plan to bring its transformational approach to families across the United States.

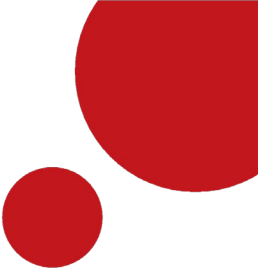
“In an AI-dominated world, the old model of content and rote thinking is broken,” says David Chiem, Founder CEO & Chairman of MindChamps PreSchool. “It’s time to turn education upside down. We need to change the focus from tertiary education to the critical early years, where a child’s mindset set is formed. When we nurture resilience, creativity, and compassion from the start, we will raise a generation that will thrive in an unpredictable world in ways we cannot even imagine. We’re honoured to bring this breakthrough approach the US, starting with the DMV.”

MindChamps is not just research-led – it *leads* research. It is only early learning organisation of its kind to partner with world-renowned tertiary institutions including the University of South Australia and Western Sydney University to shape the future of early education by unlocking opportunities for research, innovation and enhanced career pathways for early education professionals.

Now, this vision and innovation is coming to benefit the children of America.

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For media queries and request for interviews, contact Marie Wee LLP at:

Marie Wee

T: (65) 9061 6082

E: marie@mariewee.com

Shameena Nasser

T: (65) 9169 7296

E: shameena.nasser@mariewee.com

About MindChamps

“MindChamps is the Global Education Movement of the 21st Century.

While the companies featured in my prior books, Mercedes-Benz, The Ritz-Carlton Hotel Company and Starbucks, demonstrate impressive brand power, none have been in a position to fundamentally shape society on par with MindChamps.”

Dr Joseph A. Michelli

No. 1 New York Times & Wall Street Journal Bestselling Author

While there are thousands of education brands across the world, only MindChamps:

1. Is hailed as a Global Education Movement by No. 1 New York Times and Wall Street Journal bestselling author, Dr Joseph A. Michelli.
2. Has successfully created a breakthrough education methodology that has attained patent programme status across three continents – the US, UK and Australia.
3. Has a Global Research & Programme Development Team, comprising of award-winning, world-leading experts in the 4 Domains of • Education • Psychology • Neuroscience • Theatre
4. Has world-renowned neuroscientist Emeritus Professor Allan Snyder, Fellow of the Royal Society and Marconi Prize Winner as its Chancellor and Chair of Research
5. Has created the revolutionary 3-Mind Education Model - the Champion, Learning and Creative Mind.
6. Has a proprietary Reading & Writing programme backed by research, producing over 200 eBooks.
7. Requires its teachers to undergo extensive training and accreditation, regardless of previous teaching experience or qualifications.
8. Has its research and education philosophy published in 4 bestselling books by major world publishing houses.

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