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SugarPlumParties.com



**ALL-INCLUSIVE CHILDREN'S PARTY VENUE POISED TO OPEN FRANCHISE LOCATIONS
ACROSS THE U.S.**

*Boston Based Sugar Plum Parties to Open Franchise Locations in Austin, Corpus
Christi, Houston, Irvine, Philadelphia, Pittsburgh and Tampa*

Stoneham, MA, January, 2017 - [Sugar Plum Parties](http://SugarPlumParties.com), a unique, all-inclusive themed party venue for kids of all ages, will be opening franchise locations in Austin, Corpus Christi, Houston, Irvine, Philadelphia, Pittsburgh and Tampa, with more locations to be announced. Franchisees are invited to join the former founders of Flip Flop Shops - the leading international retailer of flip flops and casual footwear, and take part in the over \$5 billion event planning industry.

"Sugar Plum Parties is the perfect franchise business for all types of entrepreneurs. Whether it's a mom wanting to rejoin the workforce or an individual who has a passion for creating unforgettable childhood memories, Sugar Plum Parties is an easy and low-cost venture for anyone to dive into," said Todd Giatrelis, CEO. "In turn, more children across the nation can enjoy a one-of-a-kind birthday party while parents can enjoy a stress-free party planning experience, from start to finish."

Founded in 2007, Sugar Plum Parties has been providing creative, fun, and interactive events just outside of Boston in the Stoneham, MA location for the past eight years. Capitalizing on that solid foundation of experience, the dedicated team of franchise professionals, with a combined experience of over 30 years in the franchise industry, is ready to continue expanding Sugar Plum Parties.

"What attracted me and my husband to the Sugar Plum Parties franchise was not only the team of experienced franchise professionals and their track record, but the training and knowledge they will be providing us with every step of the way," said Brenda Valbuena owner of Sugar Plum Parties in Houston, TX. "We are ecstatic to open in the coming months and can't wait to spread the Simple.Sweet.Magical.® experience in the Houston area."

The goal in franchising Sugar Plum Parties is to provide parents across the country with a better party hosting option. For more information on how to open your own franchise, please call 714-651-3455 or email Ashley@sugarplumparties.com

About Sugar Plum Parties

Founded in 2007, Sugar Plum Parties® is a one-of-a-kind children's party venue offering fully hosted events for kids of all ages. Allowing parents to be present for the party, instead of busy managing the party, Sugar Plum Parties® is poised to take off in the over \$5 billion event planning industry. Sugar Plum Parties® began franchising in 2016 and is the latest venture from the founders of Flip Flop Shops® - the leading international retailer of flip flops and casual footwear. For more information on this Simple.Sweet.Magical.® franchise, please visit www.sugarplumparties.com and follow on [Facebook](#) and [Twitter](#).

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Company Fact Sheet

About Sugar Plum Parties

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Franchising

- The same group of major players who co-founded and helped build Flip Flop Shops have "joined forces" in a franchise venture with powerful potential in a \$5 billion industry.
- Behind the strength and experience of an executive team that boasts a combined 30 years of franchise experience, Sugar Plum Parties has launched a national growth plan to promote the Sugar Plum Parties and culture across the country and beyond with global expansion plans.
- Potential Franchisees must share a passion for creating magical birthday parties for children, a good sense of humor and solid business acumen.
- Sugar Plum Parties provides potential Franchisees with an unusual level of financial disclosure early on in the discovery process, which empowers them to make a decision based on realistic revenue expectancy.



Leadership Bios

Todd Giatrelis – Chief Executive Officer

As a lifelong entrepreneur, Todd is a partner and the CEO of Sugar Plum Franchising. In this role, Todd is responsible for all aspects of the franchise business, focusing on real estate site selection, and all legal matters.

Todd has extensive experience creating, growing, and selling successful business in various industries. Most recently as the Co-Founder of Sound Lion, a retail store located in Disney Springs at Walt Disney World in Orlando, FL. Sound Lion offers premium quality personal and home sound products.

Todd's greatest achievement in his business career to date has been founding and growing Flip Flop Shops®, the world's first retail chain exclusive to the hottest brands and latest styles of flip flops and casual footwear. The recipient of the International Council of Shopping Centers' prestigious "Hot Retailer Award", Flip Flop Shops® has also been recognized in the Entrepreneur 500 list, as well as the INC 500/5000 many times.

In October 2015 Todd was the driving force behind the successful acquisition of Flip Flop Shops® by Cherokee Global Brands (CHKE), the publicly traded company behind such well-know brands as Cherokee, Tony Hawk, Liz Lange Maternity, and Everyday California.

Prior to co-founding Flip Flop Shops®, Todd was President and CEO of The Gates Group, a leading retail recruiting and consulting company he started in 1996. The Gates Group specialized in connecting retail managers, assistant managers, and corporate staff with new positions at some of the most sought-after retail companies across the country. The Gates Group provided consulting services to individuals wishing to start their own retail businesses, as well as those interested in purchasing a franchise.

Sarah Towne – President

As a partner and President of Sugar Plum Franchising, Sarah is primarily responsible for overseeing all company operations, as well as the franchisee training and support programs. Sarah has extensive franchise and business experience, most recently as the Co-Founder of Sound Lion, a retail store located in Disney Springs at Walt Disney World in Orlando, FL. Sound Lion offers premium quality personal and home sound products.

Prior to launching Sound Lion, Sarah was the Co-Founder of Flip Flop Shops®, the world's first retail chain exclusive to the hottest brands and latest styles of flip flops and casual footwear. The recipient of the International Council of Shopping Centers' prestigious "Hot Retailer Award," Flip Flop Shops® was founded in 2004 and has been recognized in the Entrepreneur 500 list, as well as the INC 500/5000.

Prior to co-founding Flip Flop Shops®, Sarah worked as a retail consultant for The Gates Group, a leading retail recruiting and consulting company, where she was able to work on all aspects of the development and planning stages of creating retail businesses. Sarah has also worked in sales at several major mall-based retail chains.

Ashley Shimabukuro – Chief Operating Officer

Ashley As a partner and COO of Sugar Plum Franchising, Ashley's primary responsibilities include overseeing franchise sales, global development, construction, and new venue design. In addition to Sugar Plum Parties®, Ashley is the Co-Founder of Sound Lion, a retail store located in Disney Springs at Walt Disney World in Orlando, FL. Sound Lion offers premium quality personal and home sound products.

Ashley was formerly a Franchise Support Manager at Flip Flop Shops®, the world's first retail chain exclusive to the hottest brands and latest styles of flip flops and casual footwear. The recipient of the International Council of Shopping Centers' prestigious "Hot Retailer Award," Flip Flop Shops® was founded in 2004 and has been recognized in the Entrepreneur 500 list, as well as the INC 500.

Prior to joining the Flip Flop Shops® team, she held management positions at various national retail chains, including Steve Madden, and Tilly's – a California-based retail chain specializing in active lifestyle clothing and accessories.