



HISTORY - Part 1



Building Moorpark Infant Center



John & Carole Freitas

1968

Action Day Nursery began operating as a preschool. The **Pruneridge School** in Santa Clara was the first Action Day Nursery school to open.

The second preschool, on Moorpark Avenue, opened its doors. An infant center is also located at the Moorpark school.

1975

Our third preschool joined the Action Day Nursery group. The **Lincoln School** is located in a building that was built in 1922 and used to be a farmhouse. We're proud of the fact that the Willow Glen Historical Society put a picture of our school in the book *Old Willow Glen*, which is a guide to historical landmarks in the Willow Glen area.

1976

In April, **Hansen's Children Community** opened in Saratoga. The school was formerly Hansen Elementary School in the Cupertino School District.

1978

Action Day Nurseries took over ownership of University Preschool in June 1978. **University Preschool** had been in existence in Saratoga for more than 22 years at the time.

1979

In July, **Primary Plus** opened on Amber Drive. Primary Plus is our elementary school with grades Jr. Kindergarten through 4th. The school is staffed with warm, caring adults who are personally interested in each child's success and demonstrate that learning is exciting and important.

Primary Plus Saratoga campus began offering extended day classes at the former Brookview Elementary School.

1981

In 1981, our ADPP family had a new addition, **Mountain View Primary Plus**. Located on the edge of a park, in the former Cooper School, this facility is the first school outside of the immediate area. Infants to Jr. K are in attendance.



1971

Primary Plus Saratoga campus moves to the El Quito campus.

In October, **Primary Plus Phelan** opened as another addition to ADPP. This campus is located in the Moreland School District and offers infant care, preschool, and extended-day care.

In August, **Primary Plus Coventry** opened its doors to serve infants, preschoolers and kindergarten. The school is located on Campbell Avenue and serves the Campbell, San Jose, and Saratoga areas.

1984

In September 1984, **West Valley Middle School** welcomed students from 5th to 8th grade, many of whom had been students in Action Day Nursery and/or Primary Plus. Our middle school staff has carefully developed a comprehensive program that encourages both emotional and intellectual growth.

1985

1989

University Preschool in the 50s



1990

Our numbers in all of the elementary grades grew consistently in the fall of 1992. The Moorpark facility had an addition! We added 3000 Moorpark, which was built as a farmhouse in the 1930s. The house, garage and apartment added enough space for three classrooms and a teacher's room to the Moorpark School.





HISTORY - Part 2



Our Moorpark facility expanded to provide four classrooms for an additional 75 children in Building "B," which was dedicated to Frank L. & Anita Calero.



Moorpark buildings B & C

Our Moorpark facility expanded once again to provide four more classrooms for an additional 75 children in Building "C," which we call Friendship Lane.

West Valley Middle School reopened.

Our Moorpark facility was expanded a 4th time to include Building "D," which houses elementary classes on the ground floor and corporate headquarters for Action Day Nurseries, Inc. and Primary Plus, Inc. on the 2nd floor.



Lincoln Preschool expansion

Primary Plus, Inc. purchased the El Quito School site from the Moreland School District.

Lincoln Preschool expanded with new buildings to allow for an infant program.

1998

2001

1994

1996



West Valley Middle School moved to an expanded facility at the Phelan School site.

2003



Moorpark Preschool & Infant Center

In November, we opened up the Allen School in South San Jose. The school was formerly a San Jose Unified Elementary School. Allen is a beautiful campus and offers programs in infant, preschool, and after school care.

2005

Our enrollment at the Allen School continued to grow and the classrooms were filled from a waiting list. We purchased three portable buildings had them placed on the school site. Kindergarten was also added at Allen.

The San Francisco Business Times voted ADPP on the 100 Best Places to Work in the Bay Area list.

In June, Action Day Primary Plus celebrated its 40th Anniversary with a professionally-produced video presented at our Sleeping Beauty dance show. The show also featured a special waltzing couple; our founders Carole & John Freitas.

2008



In December, we had our first Christmas tree lighting ceremony at our Moorpark location. We lit a 220 foot tall living tree on the property, believed to be the largest growing tree that has been lit in the U.S. Over 1,000 people attended this now annual event.

2009



Our award-winning dance team, the West Valley Dance Cats, celebrated the start of their 4th season by welcoming two new litters: the Dance Kittens (for dancers aged 4-6) and the Tom Cats (an all-boy dance team).

2010

ADPP celebrated its 45th anniversary by winning a Gold Medal in Bay Area Parent for "Family Favorite."



2013

The Child Care Exchange Top 50 in the U. S. placed ADPP at 17th in the nation among 'for profit' childcare organizations.





Action Day Elementary School

Action Day Elementary School
Jr. K - 4th Grade
3500 Amber Drive, San Jose, CA 95117
Enrollment Information 669.444.4511
www.actiondayprimaryplus.com

HISTORY - Part 3



West Valley Dance Company expanded with the opening of our first stand-alone dance studio, and added their high school team, the all stars.

Primary Plus Elementary School's growing enrollment called for an expansion, and another portable was added to the site.

2015

West Valley Dance Company continued to expand, and the second stand-alone dance studio opened in Willow Glen.

2016



In August, West Valley Dance Company's growth continued, with our third location in Mountain View. Lincoln Infant Center expanded to accept an additional 30 babies.

The Phelan campus expanded with the addition of 2 portable units.

2017



Celebrating our 50th Anniversary!

WVDC opened its 4th Studio on Bascom Ave.

2018



WVDC opens studios 5 & 6 on Bascom Ave.

2019

During a year of uncertainty, we pivoted our business model, offering Distance Learning for our academic students and Preschool at Home for our younger students and Distance Learning Support for those students whose public schools could not open- proving we can meet the needs of our community and our families, no matter the circumstance.

WVDC spent a good portion of the year doing all classes via zoom, continuing to foster the students' love of dance from a distance.

2020

We added Ballroom Dancing to our Brand with the addition of West Valley Ballroom, as well as our first ever Ballroom Dance Competition Team!



Our WVDC program continued to expand as our Bascom Studio opened 2 additional studios and our first ever Acrobatic Studio, featuring the Acrobatic Arts curriculum



2021



Action Day Schools

Action Day Primary Plus name is updated to Action Day Schools, in response to the rapid technological change and its impact on our communities and culture. We are constantly evolving and this new name is meant to simplify our brand to communicate that we are one community and th best place for a child's critical developmental years, from birth through 8th grade.

2022

Seeing the need for additional weekly enrichment opportunities, Action Sports Bay Area was created offering onsite clinics each week at each of our ADPP locations.

In 2021, we were recognized yet again as Bay Area Parent's Gold Family Favorite for Silicon Valley as Best Preschool, Best Elementary School, Best Middle School, & Best Dance Program.



Action Day Schools

BRIGHT FUTURES START HERE