

Hickory Hill Academy: Kids Express Learning Center Rebrands as Hickory Hill Academy

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MADISON, Wis. – Today, Kids Express Learning Center, a private school and childcare center located on Madison’s west side, announced a comprehensive rebrand and will operate under a new name, Hickory Hill Academy, as of December 10, 2020.

The name brings the school’s long-standing early childhood program and it’s growing new elementary school together under one name, as one school for children from infancy through 8th grade.

Hickory Hill Academy launched private elementary school programs for children 1st-4th grade this fall, having begun with a Kindergarten program last year. Grades will be added annually to offer students through the 8th grade a robust educational experience across the school’s 10-acre campus.

Hickory Hill Academy’s vision is to “Cultivate Compassionate Leaders” through a rich academic, social/emotional, and character-building curriculum. The school utilizes inquiry-based learning and enrichment programming to foster a love for learning in their students. “We want to cultivate compassionate leadership in the community by developing students who inspire others, think critically, and show perseverance,” said Head of School, Jamie Herold.

Matt Dahl, President and Owner of Kids Express Learning Center, says, “We see this change of name as an opportunity to reflect the evolution of our program, built on 25 years of providing extraordinary care and learning experiences for our children. The new name reflects who we are today, and looks forward to a bright future for

our school and community.” The name Hickory Hill Academy is inspired by the abundant hickory trees gracing the 10-acre campus, which symbolize the growth, strength and adaptability of the Academy’s community goals and vision.

The name will also be included in the Academy’s new logo, which was unveiled as part of the announcement. The logo features a graphic of a thriving tree with two pillars on either side, suggesting a double “H,” and represents the rural setting of Hickory Hill Academy’s 10-acre campus.

About Hickory Hill Academy: Hickory Hill Academy, formerly Kids Express Learning Center, is a family-owned private school and childcare center for children Infants – 8th grade, and was started 25 years ago by Drs. Sandra and Will Dahl in 1996. Located on Prairie View Farm, a picturesque farmette on Madison’s west side, Hickory Hill Academy ensures the highest-quality classroom learning experiences through literacy and writing, science, world languages, math and social/emotional development. For additional information on Hickory Hill Academy, please visit hickoryhillacademy.com.