Magic Memories Norristown Emphasizes Hands-On Learning in Early Childhood Education

January 26, 2026

NORRISTOWN, PA - January 26, 2026 -
Magic Memories Norristown maintains hands-on learning in early childhood education as a core instructional practice across its classrooms, supporting daily structured activities that engage young children through direct interaction with materials and environments. The Norristown center, part of Magic Memories Early Learning Schools in Pennsylvania, applies this established approach in its programs serving infants through school-age children, with teachers guiding tactile experiences in small group settings to facilitate exploration and skill development within routine-based days.

Classrooms at the Norristown location organize children into age-specific groups, including Fireflies and Turtles for infants aged 6 weeks to 18 months, Duckies and Tiggers for toddlers aged 1 to 2 years, Monkeys and Caterpillars for older toddlers aged 2 to 3 years, Giraffes, Seahorses, and Leopards for preschoolers aged 3 to 4 years, Busy Bees, Chameleons, and Foxes for pre-K children aged 4 to 5 years, as well as Pre-K Counts for eligible 3- and 4-year-olds and Super Sharks for before- and after-care and summer camp participants aged 5 to 12 years. Daily routines incorporate outdoor play on multiple fenced-in playgrounds, where children run, climb, and engage in imaginative activities alongside peers, building motor skills through physical movement and interaction with play structures. Indoor spaces feature exciting toys and resources

that encourage tactile engagement, with natural light from windows contributing to clean, comfortable environments designed to feel home-like.

Staff guide these experiences by facilitating activities that allow children to manipulate objects, explore textures, and participate in structured play, aligning with the organization's broader curriculum that integrates STEAM elements through experiments and flexible lessons tailored to individual needs. The center's 4-star Keystone STARS rating reflects standards in staff education, learning environment, leadership, and family partnerships, with small class sizes enabling teachers to provide individualized attention during these daily interactions. Outdoor play occurs consistently, offering space for children to use imagination while developing essential motor coordination under supervision.

Ashlyn Phifer, Director at Magic Memories Norristown, oversees the implementation of these classroom structures. Phifer joined the organization in Spring 2024 as Floating Assistant Director, advanced to Assistant Director, and assumed the Director role, where she supports teachers in delivering consistent educational experiences. She stated that the daily classroom activities at Norristown involve staff-guided interactions with materials and peers in both indoor and outdoor settings to support structured tactile engagement.

The center's leadership and instructional staff maintain consistent routines by preparing environments with appropriate resources and guiding children through age-appropriate experiences. Teachers create opportunities for direct participation in play-based tasks, such as handling toys that promote exploration or joining group activities on playground equipment, within the framework of daily schedules operating from 7:00 AM to 6:00 PM weekdays.

Magic Memories Norristown integrates these practices into its overall operation, drawing on the organization's emphasis on personal care, small group dynamics, and professional staff development. The center participates in state-funded Pre-K Counts for qualifying families, focusing on growth and kindergarten readiness through established instructional methods.

Magic Memories Early Learning Schools operates multiple locations across Pennsylvania, including Norristown, providing preschool and child care programs for children from infancy through school age. The organization prioritizes cognitive, social, and academic skill development in supportive environments, with enrichments such as STEAM-focused activities, sign language, yoga, and physical education incorporated into daily programming. Staff qualifications include a significant portion holding Child Development Associate credentials or higher, and centers maintain high Keystone STARS ratings.

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Magic Memories Preschool and Child Care Center

Magic Memories Norristown, located at 370 East Airy Street, is your premier choice for exceptional child care services and renowned child development programs.

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