

**{DATE}**

**FOR IMMEDIATE RELEASE**

Contact: **{Name}**

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## **NATIONAL PROVIDER APPRECIATION DAY: MAY 9 CHILD CARE PROVIDERS TO BE RECOGNIZED**

**{CITY, STATE}** – Child care organizations and parents across the globe are joining together the Friday before Mothers’ Day, May 9, 2008, to celebrate Provider Appreciation Day. Provider Appreciation Day is a special day to recognize child care providers, teachers, school-age program staff, child care center directors and staff, and all those who work with children in a variety of ways and are responsible for their education and care. It is estimated that there are nearly 2.8 million child care providers in the United States and that nearly 12 million under age 5 are in their care.

Locally, **{Name of your agency}** is leading this effort. **{Describe any local events, proclamations, etc.}**

“Every day, child care providers care for **{#}** children under the age of 5 in **{your agency’s service area}**,” said **{Name of your agency spokesperson}**, **{Title}** of **{Name of your agency}**. “The children and parents of **{Your agency’s service area}** depend on our child care providers. May 9 is the day to recognize the hard work and dedication of providers, and to acknowledge their contributions to high-quality care.”

“By applauding the dedication of child care providers on May 9, we remind our communities of the importance of high-quality child care, and let providers everywhere know that we recognize and value their important work,” said Linda K. Smith, Executive Director of the National Association of Child Care Resource & Referral Agencies (NACCRRRA), the lead sponsor of Provider Appreciation Day. “It is important that the care a child receives during the first five years of life be of high-quality because 90 percent of brain development occurs during those years.”

In recent years, local governments across the United States have joined many Governors in proclaiming this day of recognition. Around the globe, Department of Defense installations celebrate Provider Appreciation Day by recognizing those who care for the children of military parents living both at home and abroad. The celebrations this year promise to carry on and strengthen Provider Appreciation Day. Efforts are underway to ask child care organizations, public officials, and parents to honor their child care providers for their hard work and commitment to children through events such as luncheons, parades, dedications, and other recognition celebrations.

“It takes a special person to work in the child care field and these individuals are often unrecognized,” said **{Last name of your agency spokesperson}**. “This day offers an opportunity for parents to show their child care providers their appreciation.”

Provider Appreciation Day is a special day to recognize child care providers, teachers and other educators of young children everywhere. Started in 1996 by a group of volunteers in New Jersey, Provider Appreciation Day is appropriately celebrated each year on the Friday before Mother's Day. The founding organizers saw the need to recognize the tireless efforts of providers who care for children of working parents. Momentum and support for this event has grown each year and recognition presently includes individuals and government organizations throughout North America, Europe and Asia.

To learn more about Provider Appreciation Day or for ideas on how you can thank your child care provider, contact {name of your agency} at {contact information, including phone, email, and website}. For additional information, visit [www.providerappreciation.org](http://www.providerappreciation.org).

{Boiler Plate}

NACCRRA, the National Association of Child Care Resource & Referral Agencies, is our nation's leading voice for child care. We work with more than 800 state and local Child Care Resource and Referral agencies to ensure that families in every local community have access to high-quality, affordable child care. To achieve our mission, we lead projects that increase the quality and availability of child care professionals, undertake research, and advocate child care policies that positively impact the lives of children and families. To learn more about NACCRRA and how you can join us in ensuring access to high-quality child care for all families, visit us at [www.naccrra.org](http://www.naccrra.org).

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