



*...ensuring affordable, accessible, high quality child care for all young children.*

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**For Immediate Release**

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**Mayor Bill Bell to Help Celebrate Week of the Young Child**

As part of the national Week of the Young Child celebrated across the country April 19th to 25th, Child Care Services Association is partnering with Mayor Bill Bell to honor young children and all those who make a difference in children's lives.

To help bring attention to Week of the Young Child and the needs of young children, Mayor Bill Bell will read to children enrolled at First Presbyterian Day School at 305 East Main Street in Durham. On Monday, April 13th at 9:30 a.m., Mayor Bell will read a short story to the children, issue a proclamation recognizing Week of the Young Child, and talk briefly about the importance of early childhood education.

Week of the Young Child, sponsored by the National Association for the Education of Young Children (NAEYC), is an opportunity for early childhood programs across the country, including child care homes and centers, Head Start programs, preschools and elementary schools, to hold activities to bring awareness to the needs of young children.

"All young children need and deserve high-quality early learning experiences that will prepare them for life. Week of the Young Child gives us the opportunity to recognize the importance of early learning and to come together to celebrate the people who help give young children a great start," said Sue Russell, president of Child Care Services Association.

Founded in 1974, Child Care Services Association (CCSA) is a nationally recognized nonprofit working to ensure affordable, accessible, high-quality child care for all children and families. The organization accomplishes its mission through direct services, research and advocacy. CCSA provides a nutrition program for children in child care settings, free referral services to families seeking child care and quality improvement assistance to child care businesses. CCSA's T.E.A.C.H. Early Childhood® Project provides educational scholarships to early childhood educators in every North Carolina county and is licensed in 20 other states. The Child Care WAGE\$® Project provides salary supplements to child care providers throughout the state and is licensed in two other states. For more information, visit [www.childcareservices.org](http://www.childcareservices.org).

National Association for the Education of Young Children (NAEYC) is the largest organization of early childhood educators and others dedicated to improving the quality of early education programs for children birth through age eight. Founded in 1926, NAEYC has more than 80,000 members and a national network of over 300 local, state and regional affiliates.

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