



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

MEDIA ALERT

- WHO:** Child Care Services Association (CCSA), in collaboration with Orange County Department of Social Services and FPG Child Development Institute
- WHAT:** Hosting the 26th annual “Day for Day Care,” an educational opportunity for child care providers. This full-day training event is an affordable option for child care center directors, teachers and family child care providers to increase their skills and learn the latest in early care and education. Approximately 1,100 child care providers from across the state will attend more than 110 sessions in order to earn child care credit required by state licensing standards. The lunchtime keynote speaker will be Dr. Rebecca Shore, who focuses on the role of music in brain development. She will present “Teaching with the Brain in Mind,” which will explore the fundamental understanding of how young children learn and what child care providers can do to stimulate their learning in the early years.
- WHERE:** East Chapel Hill High School, Chapel Hill, North Carolina.
- WHEN:** Saturday, January 28, 2005, 8:30 a.m. to 3:00 p.m. Registration begins at 7:30 a.m.
- WHY:** A Day for Day Care is an excellent and affordable way for those providers to increase their knowledge of early care and education. In a field where 62% of child care teachers are not currently taking early childhood or child development courses at a community college, four year college or university,¹ a Day for Day Care showcases some of the most innovative child care initiatives being undertaken in North Carolina for the best price. Child Care Services Association tries to keep the cost of the event as low as possible because of their understanding of the low wages and limited educational opportunities for child care providers.
- CONTACT:** Members of the media who plan to attend should contact **Kay Johnson**, Director of Development and Communications at Child Care Services Association. Please call **919-967-3272** or **919-201-8174**, for entry into the event and to obtain a press kit.

¹ The North Carolina Child Care Workforce Survey 2003, Child Care Services Association

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