



ECEBC | early childhood
educators of BC

MEDIA RELEASE

For Immediate Release

May 1, 2015

May is Child Care Month in BC BC's Early Childhood Educators Spring Into Action for Child Care (May 10 to 17, 2015)

Vancouver – May is Child Care Month in BC. The Early Childhood Educators of BC (ECEBC) is pleased to lend support to the Child Care Advocacy Association of Canada's national call to action as part of the *Vote Child Care 2015* Campaign.

The campaign draws public attention to the need for quality child care that all families can afford. In BC, the [\\$10aDay campaign](#), continues to grow with over 5788 signatures (from individuals, communities and organizations) in support of BC's Community Plan for a Public System of Integrated Early Care and Learning created by ECEBC and the Coalition of Child Care Advocates of BC.

Across the province we are seeing ECEs plan awareness building events that include town hall meetings in preparation for the election, stroller brigades, and more. A few examples of these activities include:

- In **Shuswap**-A photographer has captured images of children creating advocacy signs for Action Week. "All 4 local fed candidates have been invited to participate in action week. To date, Federal NDP candidate, Jacqui Gingras has confirmed she will visit Shuswap Daycare Society- media will be present to document the visit. A recent ECE graduate in town will write a letter to the editor. A politician has been invited to be an "ECE for a day" to help raise the profile of Early Childhood Education, writes Friday Bailey, ECEBC 5th Cohort Leadership Alumni.
- In **Vancouver**-a stroller brigade organized by the \$10aDay Plan and CCCABC is scheduled for May 9th at Clark Park: <https://www.facebook.com/events/770600436388931/>
- **Across the province** we are continuing to see communities, organizations and individuals planning other events and endorsing the *\$10 a Day Child Care Campaign*.

"Early Childhood Educators continue to show leadership in educating the community to the importance of providing high quality Early Years experiences that all families can access", says Emily Mliczko, Executive Director of the ECEBC.

ECEs work in a range of locations including: licensed child care centres, school based Strong Start Centres, family daycares, afterschool programs and other settings. They recognize that BC families face a crisis in accessing quality, affordable child care. ECEs are lending their voices to a made in BC solution informed by national and international evidence.

- 30 -

For more information, please contact:

Emily Mliczko, Executive Director

executive.director@ecebc.ca