

Dear Employers,

Since 2011 the \$10aDay Child Care Plan has raised awareness about the child care crisis in B.C. and generated unprecedented support for the concrete solution it offers. The Plan now frames Provincial dialogues about child care and puts the benefits for families front and center. The \$10aPlan was developed and released by the Early Childhood Educators of BC (ECEBC) and the Coalition of Child Care Advocates of BC(CCCABC).

Early Childhood Educators in our province have been instrumental in bringing information about the \$10aDay Plan to their cities and towns. They know first - hand how affordable publicly funded, accessible child care is good for families, for communities and for child care programs.

The first week of March 2017 has been designated as a Week of Action to draw attention to the child care crisis and bring awareness to the solution, the \$10aDay Child Care Plan. Part of this action plan is to inform parents about the Plan. ECE's will be asking permission from you as an employer to send out the attached information letter to the families they serve. As you can see, this letter is for information only. It does not ask parents to support any political party as this is a non-partisan issue.

The \$10aDay Child Care Plan, when implemented will make a real difference in the lives of young children and their families. It will also highlight and support the amazing work of Early Childhood Educators.

We ask you to please join us in supporting the \$10aDay Plan and share this important information with the families you serve.

To view the Plan in its entirety please go to [www.10aDay.ca](http://www.10aDay.ca) or contact ECEBC at 604-709-6069. You can also find additional information at [www.10aDay.ca](http://www.10aDay.ca)

Thank you kindly for your participation in this Week of Action!

Sincerely,