

## FOR IMMEDIATE RELEASE

Supporting Families Together Association  
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### Now is the Time to Say 'Thank You' to Wisconsin Child Care Providers

*In partnership with Wisconsin Child Care Resource and Referral agencies, Supporting Families Together Association (SFTA) asks parents, community members, and legislators to take action to let child care providers know they are appreciated for their work in supporting Wisconsin children and their families.*

**Madison, Wis., (May 9, 2014)** – On behalf of SFTA and our members, Wisconsin Governor Scott Walker has officially [proclaimed](#) May 9, 2014 as Provider Appreciation Day in Wisconsin, in recognition of the hard work that thousands of child care providers put in each day to ensure Wisconsin children are safe and supported

"Child care providers have one of the most valuable jobs in our society as some of the primary individuals shaping the learning and environments that will help determine who our children will become," says Jill Hoiting, Co-Director of Programs & External Relations at SFTA. "They deserve to be thanked every day, but hopefully this day will be a reminder to everyone, of how hard child care providers work and how much they give back to our community."

The importance of quality early education has become a hot topic in recent years. Stanford Associate Professor of Psychology Anne Fernald illustrated in her study of early vocabulary development and language processing that young children lacking quality early education and other vital supports showed disparities in brain development within the first years of life. Studies such as this, and initiatives like the [Child Care and Development Block Grant Act of 2013](#), which seeks to strengthen early childhood systems nationwide, demonstrate an active investment in early childhood and a growing recognition of the importance of early development and learning.

It is time for Wisconsin to show that we are not merely involved with these developments in the early childhood field, but that we are at the forefront of supporting early child care providers and the crucial service they provide to hundreds of Wisconsin children, families and in the long run, to all of us. It is time for each of us, whether we have a child in care or not, to pick up a card, write a note, or just speak up to express our gratitude for child care providers. It is time for us all to take a moment to say, 'Thank you.'

*SFTA welcomes expressions of thanks on our [Facebook page](#), either to all providers or made to specific providers throughout Wisconsin. Some of these will be chosen to highlight on our website and will be used in advocacy efforts to further supports for early education and care.*

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Supporting Families Together Association (SFTA) is a non-profit organization funded by public and private entities to support and implement a variety of early childhood focused programs and services. As Wisconsin's statewide member association for organizations and individuals committed to making every early childhood a great one, we envision an environment in which all children have the opportunity to reach their highest potential and all adults understand their role and responsibilities to children. Learn more about SFTA, our members, and our partners at [www.supportingfamilies.together.org](http://www.supportingfamilies.together.org).