



April 16, 2010

For Immediate Release

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HUNDREDS TURN OUT FOR KIDS RALLY

WINSTON-SALEM, NC—Hundreds of young children, parents, and child care staff attended the 5th annual Kids March for Quality Care on Wednesday, April 14 at Grace Court in Winston-Salem. Smart Start of Forsyth County and A Child’s World Learning Center sponsored the annual event. Over 250 participants marched around the park to highlight the importance of quality child care in our community. The march was also a celebration of Week of the Young Child, a nationally-designated week to focus public attention on the needs of young children and their families and to recognize the early childhood programs and services that meet those needs.

Chuck Kraft, Executive Director of Smart Start of Forsyth County, welcomed the crowd. “We want to make sure that quality child care is something that the whole community supports because we know how important it is for a child to show up at the kindergarten classroom door – happy, healthy and ready, willing and able to learn,” he said. Winston-Salem City Councilman, Derwin Montgomery, was on hand to read a proclamation from the Mayor, proclaiming Week of the Young Child as April 11th – 18th.

“This event is a fun outing for the children, but we hope that the attention it drew will send a message to parents, community members, and legislators about the importance of quality learning before kindergarten,” said Sarah Deal, community education specialist with Smart Start.

Smart Start is an organization that administers programs to improve the quality, affordability, and accessibility of child care, as well as provide access to health services and necessary family support to the community. To learn more about quality child care options such as A Child’s World, contact Work Family Resource Center at 761-5100. To support early learning programs within Smart Start, contact Sarah Deal at 714-4344.

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