

FOR IMMEDIATE RELEASE

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CONTACT: Micki Krueger
715-841-9490
micki@childcaring.org

Childcaring Celebrates Provider Appreciation Day® on May 7

Childcaring will join community organizations across the country in observing Provider Appreciation Day to celebrate the efforts of local child care providers in what has been a year of tremendous challenge for child care.

“Child care providers were ‘essential’ long before the pandemic, and the past year has highlighted the lengths to which they are willing to go to keep their doors open, keep children safe and nurtured, support and engage families, and play a critical role in communities,” said Lynette M. Fraga, Ph.D., CEO of Child Care Aware® of America. “Provider Appreciation Day® is a great opportunity to recognize the heroic efforts of providers and to say ‘thank you.’”

Child care providers offered resources and supports to families during an often traumatic time -- a global pandemic and an economic crisis. They provided families with safe, healthy, nurturing spaces where children can feel safe, eat healthy meals, grow and learn. Additionally, providers often stepped in to support children in remote learning situations, doing all they could to provide space and supports for school-aged children.

We just can’t say thank you enough. As part of a message of thanks to early childhood professionals, Childcaring collected over 300 homemade thank you cards from volunteers of all ages. These cards were mailed to each regulated child care provider in the Childcaring service area for Provider Appreciation Day.

Provider Appreciation Day® is celebrated each year on the Friday before Mother’s Day and was started in 1996 by a group of volunteers in New Jersey who wanted to recognize the tireless efforts of providers who care for children of working parents. Support for this event has grown each year and it is now recognized by individuals and local governments throughout the U.S.

The Provider Appreciation Day® website, <https://providerappreciation.org>, includes:

- Ideas for celebration
- Resources, including a sample letter to request a proclamation from your local government officials, and templates to create certificates or thank you cards for providers
- Video tool for parents and community members to thank their local child care provider

Join in the virtual celebration on social media using #ThankYouChildCare in the days leading up to May 7, 2021. Visit the Childcaring Facebook page @ChildcaringInc to share your appreciation and enter some fun drawings for a chance to win a gift card.

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About Childcaring

Childcaring’s mission is to enhance and support a quality early childhood education system by providing resource and referral services to families, child care programs, and communities in Adams, Clark, Langlade, Lincoln, Marathon, Marquette, Portage, Taylor, Waushara, and Wood counties. To learn more about Childcaring visit: www.childcaring.org and like us on Facebook @ChildcaringInc