

Template Newsletter Article

Use this template newsletter article to promote your Provider Appreciation Day® event in your organization’s newsletter or in a community listserv.

Please reach out to our senior PR manager, Morgan Brill, with any questions at morgan.brill@usa.childcareaware.org.

Headline: [Organization] to Celebrate Provider Appreciation Day® on May 10

[Organization] will join community organizations across the country in celebrating Provider Appreciation Day® on May 10 to highlight the efforts of our local child care providers.

Provider Appreciation Day is celebrated the Friday before Mother’s Day every year to amplify our nation’s collective gratitude for the child care providers, teachers and other educators who support the social, emotional and physical care of our youngest children.

[INSERT YOUR OWN QUOTE OR KEEP THIS ONE]:

“Child care providers are the workforce behind our workforce, while also keeping our children safe, nurturing their curiosity and preparing them for a lifetime of learning and growth,” said Susan Gale Perry, CEO of Child Care Aware® of America. “Alongside our network of child care resource and referral agencies, and nonprofit and business partners, we invite you to join us in thanking and celebrating child care providers across the nation.”

[INSERT PARAGRAPH ABOUT HOW YOUR ORGANIZATION IS CELEBRATING PROVIDER APPRECIATION DAY]

Join us in celebrating Provider Appreciation Day. Visit providerappreciation.org for:

- 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, many of which are now available in Spanish
- A 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 10, 2024.