[YOUR ORGANIZATION’S LOGO]

FOR IMMEDIATE RELEASE

Contact: Name, Email, Phone

**[Organization] Celebrates Provider Appreciation Day® on May 6**

CITY, STATE (DATE) -- [Organization] will join community organizations across the country in observing Provider Appreciation Day® on May 6 to celebrate the efforts of local child care providers.

Provider Appreciation Day is celebrated the Friday before Mother’s Day every year to recognize child care providers, teachers and other educators of young children everywhere.

Child Care Aware® of America (CCAoA) convenes Provider Appreciation Day each year to amplify our nation’s collective gratitude for those who support the social, emotional and physical care of our youngest children.

[INSERT YOUR QUOTE OR KEEP THIS ONE]:

“Child care providers were ‘essential’ long before the pandemic. They keep our children safe, nurture their curiosity and prepare them for a lifetime of learning and growth,” said Lynette M. Fraga, Ph.D., CEO of Child Care Aware® of America. “Together with our network of Child Care Resource and Referral Agencies, 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 HAS SUPPORTED LOCAL PROVIDERS AND FAMILIES]

Provider Appreciation Day was started in 1996 by a group of volunteers in New Jersey, who saw the need to recognize the tireless efforts of providers who care for children of working parents. Support for this event has grown each year and recognition presently includes Child Care Resource & Referral agencies, child care advocates, community-based organizations, government entities, business leaders, and individuals throughout the United States.

The Provider Appreciation Day website, [providerappreciation.org](http://www.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 6, 2022.

[INSERT BOILERPLATE DESCRIPTION OF YOUR ORGANIZATION]