MY Nebraska Story Campaign

Localized Press Release

*Feel free to use this document to help frame your local press release about your participation in the My Nebraska Story campaign.*

NAME OF LOCAL CONTACT

PHONE/EMAIL

DATE

FOR IMMEDIATE RELEASE

[CITY, NE]—[INSERT YOUR C4K OR OTHER LOCAL COLLABORATION NAME], in partnership with First Five Nebraska, today launched My Nebraska Story, a new campaign to engage business leaders, economic development officials and others in strengthening the availability of quality child care in their communities. The campaign is a collaboration between First Five Nebraska and Communities for Kids, an initiative of Nebraska Children and Families Foundation. It was made possible through the federal Preschool Development Grant administered by the Nebraska Department of Health and Human Services.

Access to quality child care is becoming more widely understood as a key driver of our statewide and local economies. My Nebraska Story uses public awareness efforts and materials to encourage Nebraskans to share their own stories about how this issue affects their children, families, careers, businesses, and communities. More than 30 employers, economic developers, child care professionals, working parents and other stakeholders from 11 Nebraska communities are featured in the campaign. These stakeholders represent [INSERT YOUR COMMUNITY NAME HERE AND OMIT IT FROM THE FOLLOWING LIST], as well as Broken Bow, Gothenburg, Lincoln, McCook, Norfolk, North Platte, Ogallala, Oshkosh, Schuyler, Stuart, and York.

[INSERT QUOTE FROM A LOCAL SPOKESPERSON OR PARTNER HERE. CONVEY THE IMPORTANCE OF QUALITY EARLY CARE AND EDUCATION OPPORTUNITIES TO YOUR COMMUNITY AND ITS ECONOMY, AND WHAT YOUR PARTNERSHIP IS DOING TO INVOLVE LOCAL STAKEHOLDERS IN QUALITY CHILD CARE AS AN ECONOMIC AND CIVIC DEVELOPMENT ISSUE.]

The launch of My Nebraska Story coincides with statewide efforts to recover from the economic impact of the COVID-19 crisis. Nebraska’s child care industry was among the hardest hit by the public health emergency. Earlier this month, the Nebraska Department of Labor indicated that child care providers ranked among the top 5 occupations filing initial unemployment claims between March 21 and June 13.

[USE THE FOLLOWING QUOTE OR REPLACE WITH A SIMILAR STATEMENT FROM A LOCAL SPOKESPERSON REPRESENTING BUSINESS, CHAMBER OF COMMERCE, OR ECONOMIC DEVELOPMENT INTERESTS.]

“Nebraska businesses, chambers of commerce and others have a powerful reason to rally in support of quality child care as an economic asset to their communities,” said Mike Feeken, business engagement associate for First Five Nebraska. “Those efforts can be as simple as coaching child care providers on effective business practices or as ambitious as sponsoring child care slots in local programs for their own company’s employees. The first step is to help them take an active role in the public conversation about the child care needs of working parents.”

More information about *My Nebraska Story* can be found at MyNEStory.org or FirstFiveNebraska.org.

**About [NAME OF LOCAL PARTNERSHIP]**

[INSERT A BRIEF DESCRIPTION OF YOUR LOCAL C4K PARTNERSHIP OR OTHER EARLY CHILDHOOD COLLABORATION]

**About First Five Nebraska**

First Five Nebraska is a team of public policy, data analysis and communications professionals focused on advancing high-quality early care and learning opportunities for Nebraska’s youngest children. The organization promotes farsighted, fiscally responsible policies, the efficient use of public and private resources, and high standards of accountability for Nebraska’s investments in children’s early learning and development.