

PRESS RELEASE

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Early Childhood Initiatives Center Selected as Focus Charity at 2016 Northwest Arkansas Women's Business Conference

The Early Childhood Initiatives Center (ECIC) will be highlighted during the Focus Presentation at the 2016 Northwest Arkansas Business Women's Conference on September 13th. The presentation is sponsored by East-Harding Construction. The ECIC provides professional and program development to the nearly 500 early childhood programs that provide care to over 32,000 children in Northwest Arkansas.

"The ECIC is honored to have been selected as the focus charity this year. High-quality early childhood education programs remain to be a huge need in Northwest Arkansas. Today, 71% of mothers with children under 5 are in the workforce. Child care programs ensure an estimated 48,000 families are able to work each day in our region. The ECIC fosters a culture of continuous quality improvement in early education programs so that every child in Northwest Arkansas has access to a high-quality early childhood education, ultimately benefiting the child, workforce and society," said Jennifer Krafsky, Board Member and Vice President of Human Resources at Walmart.

By collaborating with early learning programs, the ECIC ensures the region's youngest learners are surrounded by well-trained and well-coached teachers. When we give today's children what they need to learn, develop, and thrive, they will give back to society in the future through a lifetime of productive citizenship.

In its 18th year, the Northwest Arkansas Business Women's Conference is the premier women's conference in the region. The conference is known for its outstanding keynote speakers and networking opportunities and more than 1,300 of northwest Arkansas' most accomplished business women attend the conference each year.

For more information, contact Sunny Lane or Kristen Herbert at (479) 273-3552 or visit ecicnwa.org.

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About the Early Childhood Initiatives Center

The ECIC collaborates with the nearly 500 early childhood programs in Northwest Arkansas, to ensure that every child, infant through pre-k, has access to the highest quality of early childhood education and care. High-quality early childhood education benefits the child, workforce and society through increased graduation rates, parental earnings and employee retention, and ensures a talent rich pipeline, leading

to a \$9.21 return on investment for every dollar spent in early education. We rely on the generosity of volunteers, advocates and donors in our community. Visit ecicnwa.org to learn more.