

## PRESS RELEASE

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### **Kum & Go Gives Back to the Community**

*Legacy of giving impacts early childhood education in Northwest of Arkansas*

Kum & Go's corporate citizenship has remained a top priority since their humble beginnings in 1959. Today the company continues to support relationships with their customers and their communities in the 11 states where they operate.

The Early Childhood Initiatives Center, located in Bentonville, AR was recently awarded \$15,000 by Kum & Go supporting early childhood education, one of their main giving pillars. Their investment will support professional development for early childhood educators across Northwest Arkansas in language, brain development, behavior guidance and parent communication.

"Kum & Go believes all children deserve a safe and accessible, high-quality early childhood education. We support programs that have knowledgeable and trained educators, developmentally appropriate curricula, and environments that invite diversity and promote well-being," said Carrie Clogg, Director of Philanthropy, Kum & Go. "The Early Childhood Initiatives Center inspired us with their collaborative approach to ensure children are taught by well trained and supported teachers."

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.

"Providing ongoing program and professional development for early childhood educators in our region is crucial to give the children of Northwest Arkansas a strong start. Kum & Go understands investments in early childhood education improve the fiscal health of a region by strengthening human capital, enhancing economic growth, increasing revenues, and decreasing future spending obligations," said Michelle Barnes, Executive Director of the Early Childhood Initiatives Center.

Training in early childhood education empowers early childhood programs to provide well-trained and well-coached teachers, and our community benefits from lasting gains. When teachers better understand children's development, they are prepared to assess what an individual child knows or needs to know about a particular concept. Young children learn through concrete experiences with materials and through intentional interactions by their teachers to extend their thinking, and are most successful when teachers have those tools when entering the classroom. In addition, the ECIC incorporates a component on parent engagement in these subjects, providing teachers with tangible solutions to create connections with parents, and provide them with opportunities that parents can do to continue the learning day at home.

Research shows that when a child receives just one year of high quality early childhood education, they are less likely to require remediation in school, 3 times more likely to graduate high school, and more likely to pursue post-secondary education as well as become higher income earners as adults. When families have access to high quality early childcare for their young children, they are more likely to remain in the workforce, have higher household earnings and reduced dependency on social services. According to Entergy economists, this equates to a return of \$9.21 for every dollar invested in high quality early childhood education to Arkansas communities.

*For more information, contact Sunny Lane or Kristen Herbert at (479) 273-3552 or visit [ecicnwa.org](http://ecicnwa.org).*

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### **About 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](http://ecicnwa.org) to learn more.

### **About Kum & Go**

For nearly 60 years, Kum & Go has been dedicated to the communities it serves, sharing 10 percent of its profits with charitable causes. For four generations the family-owned convenience store chain has focused on providing exceptional service and delivering more than customers expect. Established in Hampton, Iowa, in 1959, the chain has since grown to employ more than 5,000 associates in more than 400 stores in 11 states (Iowa, Arkansas, Colorado, Minnesota, Missouri, Montana, Nebraska, North Dakota, Oklahoma, South Dakota and Wyoming).