



## Month of the Young Child®

### PRESS RELEASE

PLEASE RUN APRIL 1 — APRIL 30

Each April Michigan celebrates Month of the Young Child® (MOYC®). This is a time when communities and individuals recognize the needs and rights of young children and their families. Since 1971, one week in April has been celebrated nationally as Week of the Young Child. In 1985, Michigan expanded the celebration to the entire month of April, with each week having a specific focus. Michigan Association for the Education of Young Children (MiAEEYC) coordinates the campaign with support from local and state organizations, businesses and public agencies.

"...promoting quality education and the well-being of young children..."

Early Years Are Learning Years™...Make Them Count! The 2012 MOYC® Focus Weeks highlight children's development.

Week 1	April 1-7	Physical Development
Week 2	April 8-14	Social-Emotional Development
Week 3	April 15-21	Cognitive Development
Week 4	April 22-30	Language and Literacy

Month of the Young Child® statewide activities include:

- **PURPLE RIBBON CAMPAIGN:** Michigan's citizens show their support for young children and their families by wearing or displaying a purple ribbon.
- **Doll Campaign:** Life-size, decorated and dressed cardboard dolls, with true stories attached, are distributed to state legislators and community leaders to encourage their support of children and families.
- **CHILD CARE JOB SHADOW DAY(S),** various days in April: Community leaders "work" in child care centers or with home providers to experience, first hand, the complexities and skills involved in the child care profession.
- **EARLY CHILDHOOD PROFESSIONAL RECOGNITION WEEK:** April 22 -28. During this week, please take time to recognize and to thank the many dedicated people who educate and care for young children.
- **KITE DAY,** various days in April. All who work with and care about young children are encouraged to sponsor a Kite Day at their homes, centers, schools, or in their communities. Contact MiAEEYC for information.

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[www.MiAEEYC.org](http://www.MiAEEYC.org)

For information about local or state MOYC activities and events, contact the MiAEEYC office, 800-336-6424 or 517-351-4183; [MOYC@MiAEEYC.org](mailto:MOYC@MiAEEYC.org); [www.MiAEEYC.org](http://www.MiAEEYC.org)

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