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August 20, 2014

To Ontario mayors and councils,

We are writing to ask that you and your council endorse a day of recognition for the many people who work providing care to children in your community. This year will mark the 14th anniversary of our awareness day which recognizes the education, skills, commitment and dedication of Early Childhood Educators (ECE) and child care staff.

The Ontario Coalition for Better Child Care (OCBCC), the Canadian Union of Public Employees (CUPE) and other labour partners representing child care and ECE workers across Ontario are asking that Wednesday, October 29, 2014, be proclaimed as **Child Care Worker & Early Childhood Educator Appreciation Day** in accordance with the attached resolution.

Many groups are recognized by way of municipal resolution. Such a day allows the community to recognize the work of various groups and to acknowledge the contributions they make in the lives of community members.

Many children, families and communities benefit from the work of child care workers and ECEs. Child care and early learning also contribute to the economic life of communities. Research shows the many economic benefits accrued from affordable, accessible high quality early learning and child care. These benefits come from the number of people employed in the child care industry and because the availability of child care allows parents to work and retrain and to contribute to the economic life of society.

Even if your council does not issue official proclamations, there are many ways for your municipality to participate in and celebrate this special day. We ask your council to sponsor public announcements, display our posters and distribute our buttons. Many municipalities also organize events and contests for the day or have councilors or the mayor participate in events hosted by child care centres within the municipality. A list of ideas and examples is attached.

This year, Child Care Worker and Early Childhood Educator Appreciation Day (October 29) is just a few days after the municipal election (October 27). Between now and then we will be asking those of you running for re-election and other candidates for election, to make investment in child care services in your community a priority issue in your campaign. Above all, we encourage you to engage in a dialogue about the benefits of affordable, high quality child care services in your community. And we invite you to express your commitment to better child care by signing the pledge at www.idependonchildcare.ca/candidates

We would like to acknowledge those municipalities celebrating child care and ECE workers across on Ontario on October 29. Do let us know whether your municipality is participating in the recognition day. Please direct any correspondence on proclamations and/or celebration activities to the attention of Uliana Siniavskaia, by mail: CUPE, 80 Commerce Valley Drive East, Markham, Ontario, L3T 0B2 or by fax at 905-739-3999.

Thank you for your consideration.
In solidarity,

Fred Hahn
President, CUPE Ontario
cc: CMSMs/DSSABs

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CAO		
AUG 28 2014		
COMMISSIONER		
DEPARTMENT		
CLERKS	✓	
CONCERNS		

Sheila Olan-Maclean
President, OCBCC