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**Summer Care Press Release**

**For more information, contact:**

Program Director Name

Title

Office: (XXX) XXX-XXXX

Email:

  **FOR RELEASE: Fill in date**

**(Insert Program) in (city) Provides High-quality Child Care Summer Program**

**Fill in city name, ARK., Month, Day, Year –** (Insert program), \_\_-star Better Beginnings provider, offers quality child care and early childhood learning this summer. Better Beginnings is Arkansas’ quality rating and improvement system for all licensed and registered child care facilities.

“Summer should be fun. Play allows children to experiment and discover while they learn to work with others in a Better Beginnings program,” said Kelli Hilburn, Better Beginnings Program Administrator. Through a high-quality learning environment such as (Insert program), children learn through play and develop social and academic skills that lead to school success.

Better Beginnings curriculum is based on the early learning and development guidelines of math, science, and literacy.

“Research shows that the early months and years following birth really do matter, that maximum brain development happens during the first five years of life – before children are ‘officially’ in school. We want children to have a good start to their education,” said Tonya Williams, Director of the Arkansas Department of Education’s Office of Early Childhood**.**

Better Beginnings connects Arkansas families with child care that helps children experience a safe, happy and healthy childhood. For more information on Better Beginnings, visit [**ARBetterBeginnings.com**](https://www.ARBetterBeginnings.com) or call **501-320-6161.**

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**About Arkansas Better Beginnings:**

[Better Beginnings](https://arbetterbeginnings.com/) is Arkansas’s tiered quality rating and improvement system for child care, early education and school-age programs that have gone above and beyond the state minimum requirements. Better Beginnings is administered by the [Arkansas Department of Education](https://ade.arkansas.gov/) [Office of Early Childhood](https://dese.ade.arkansas.gov/Offices/office-of-early-childhood). Better Beginnings connects Arkansas families with the information and care that helps children experience a safe, happy and healthy childhood.