



Media Alert

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EARLY LEARNING COALITION OF PASCO AND HERNANDO COUNTIES SEEKS EXHIBITORS FOR 2011 EARLY LEARNING CONFERENCE

The 2011 Early Learning Conference is a daylong event — open to the public — offering early education trainings from local and regional presenters, and access to exhibitors of early education materials.

The Early Learning Coalition of Pasco and Hernando Counties, Inc. (PHELC) is hosting its **4th Annual Early Learning Conference on November 12th at Bishop McLaughlin Catholic High School**, 13651 Hays Road, Spring Hill, and inviting local and regional agencies, businesses and organizations to serve as exhibitors.

Participating exhibitors are given (1) a display booth and (2) the opportunity to market educational or childcare-related materials to the projected 500-600 attendees, including:

- early educators
- caregivers
- mental health professionals
- parents
- students
- child advocates
- owners and directors of preschools
- other community members

Exhibitors at the 2010 conference included: KAPLAN; Lakeshore; Scholastic Classroom & Library Group; and Carolina Pad and Paper, among others. This year, Planning Committee Lead Sharon Hayes hopes to expand the exhibitor listing and offer a broad range of materials related to childcare, focusing on providers on a budget.

“We’re reaching out to children’s photographers, publishers of early learning curriculum, and even exhibitors like ‘Ident-A-Kid’, a child ID program that provides DNA kits for children,” Hayes said. “Last year, we also had a Mary Kay and Pampered Chef rep, giving guests a chance to shop for themselves, too.”

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The conference focuses on early childhood development, providing innovative practices from fields of:

- early education
- child care
- infant mental health
- family involvement
- business management
- social work

The conference is a 9-hour event, where both breakfast and lunch are provided by PHELC. Conference attendees participate in three (3) breakout sessions. Each session will offer approximately 15 smaller breakout sessions, held in campus classrooms. Past trainings included: “How to Effectively Address Challenging Behaviors”; “The Power of One: Making a Difference”; and “Physical Activities for Children with Autism Spectrum Disorder”, among others.

EXHIBITOR EVENT FEES

- For-profit Agency Organization/Business: (\$50 + Door Prize)
- Non-profit Organization: (1 Door Prize)

*Interested exhibitors should contact Sharon Hayes at s.hayes@phelc.org, or call (727) 233-8291. The Application deadline is October 3rd. All approved exhibitors are notified on October 11th.

GENERAL PUBLIC EVENT FEES*

- \$25 for Conference Registration
- CEU certificates are available for an additional cost. Contact Christine Dyal at c.dyal@phelc.org.

**Public registration opens September 16th.*

For more information, visit www.phelc.org, or call (727) 233-8291.

The Early Learning Coalition of Pasco and Hernando Counties, Inc. is one of 31 Early Learning Coalitions in Florida. It works to ensure that programs and services are available to assist families with young children during their formative years. Florida’s Voluntary Prekindergarten (VPK) program is for all children who are four-years old on or before September 1st. School Readiness provides assistance for low-to-moderate income working families by paying a portion of the childcare costs on a sliding fee schedule. Starting as separate organizations in 2000, Pasco and Hernando counties joined forces to form the Early Learning Coalition of Pasco and Hernando Counties in 2005. The non-profit serves over nine thousand children between infancy and five years old, working with over 300 providers in the counties.

For more information about the ELC and its services, visit www.phelc.org.