



MEDIA ALERT

FOR IMMEDIATE RELEASE

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THE EARLY LEARNING COALITION OF PASCO AND HERNANDO COUNTIES, INC.

RECEIVES DONATION FROM AMSCOT FINANCIAL

The donation will go toward purchasing new learning materials and toys to lend to child care Providers via the Mobile Outreach Van services.

The Early Learning Coalition of Pasco and Hernando Counties, Inc. was awarded a grant from Amscot Financial, a leading provider of convenient, consumer-oriented financial services, as part of their “Just a Dollar” fund-raising campaign, which asked customers to contribute \$1 to support local education foundations.

The donation will help the Coalition purchase new and innovative learning materials and toys for the two (2) Mobile Outreach Vans, which lend the materials to more than 300 contracted child care providers in Pasco and Hernando counties.

“The Mobile Outreach Vans are so important to our community, because we provide kids with the tools they need to learn and grow,” said Bev Doucet, a Mobile Outreach Van specialist. “These materials are very expensive, so without the lending service, the Providers may not be able to afford them, and the kids are affected.”

It costs the Coalition an average of \$50 per learning material or toy.

“We’re grateful for this donation and every donation,” said Betsy Kier, Assistant Executive Director. “Continued recognition and support of Early Childhood Education is vital if we want to see our children succeed.”

For more information about the “Just a Dollar” campaign, visit www.amscot.com.

Community members interested in donating to the Coalition should visit www.phelc.org/donation.

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

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.

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