



MEDIA ALERT

FOR IMMEDIATE RELEASE

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

NAMED FINALIST IN 2012 WEDU "BE MORE" AWARDS

The awards recognize nonprofit organizations who best serve the community, performing outstanding and often unrecognized work.

The Early Learning Coalition of Pasco and Hernando Counties, Inc. is competing against top nonprofit organizations and companies within the Tampa Bay region in the hope of winning the **"BE MORE Humble"** award for the second time in the last three (3) years at the **WEDU "BE MORE" Awards**.

The award is driven by an online poll which was voted on by the public in the WEDU viewing area from November to December, 2011.

"We are thrilled and honored at having been nominated once again for this prestigious, regional award," said James J. Farrelly, Executive Director of the Coalition. "Our competition represents Tampa Bay's finest and is recognition for the incredible dedication and achievements of our Early Learning coalition staff."

Recipients will be announced at an awards luncheon on **Thursday, February 9, 2012** at A La Carte Event Pavilion, 4050 Dana Shores Drive, Tampa, 33634. A single ticket is \$50 per person; a *Community Hero* Table of 10 is \$600, and a *Philanthropist* Table of 10 is \$1,000. Members of the public who would like to register to attend and support the Coalition should contact Katie Nelson, Coalition Communications Specialist, at (727) 233-8291.

The **WEDU "BE MORE" Awards** include twelve (12) categories that organizations can apply for. The written application includes five (5): BE MORE Informed (Marketing); BE MORE Entertaining (Special Events); BE MORE Brilliant (Innovation); BE MORE Enriched (Arts & Culture); and BE MORE Knowledgeable (Educational Outreach).

The four (4) online categories include: BE MORE Relevant (Best Use of Video Award; BE MORE Entrepreneurial (Rising Star); BE MORE Humble (People's Choice); and BE MORE Involved, (Award for Volunteerism).

The final three (3) include: BE MORE Giving, (Ryan Nece Foundation *Power of Giving*”), the Judges’ Choice Award and Nonprofit of the Year Award.

For more information about this award, including a list of finalists, please visit the WEDU website at <http://www.wedu.org/news/>.

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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