



# MEDIA ALERT

## FOR IMMEDIATE RELEASE

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## **THE EARLY LEARNING COALITION OF PASCO AND HERNANDO COUNTIES, INC. CHOSEN TO PARTICIPATE IN “PAY IT FORWARD TAMPA BAY” CHARITY FACEBOOK CONTEST**

*The “Pay it Forward Tampa Bay” charity Facebook contest is hosted by Precision Kia of Wesley Chapel. The contest winner will earn a \$1,000 donation from the dealership.*

The Early Learning Coalition of Pasco and Hernando Counties, Inc. was chosen to participate in Precision Kia of Wesley Chapel’s “Pay it Forward Tampa Bay” charity Facebook contest.

During the month of February, supporters can visit [www.Facebook.com/PrecisionKiaOfWesleyChapel](http://www.Facebook.com/PrecisionKiaOfWesleyChapel) and vote for the Coalition. The charity with the most votes by the end of February will win a \$1,000 donation from the car dealership. Fans with a Facebook account can vote once per day.

“We’re honored that Precision Kia of Wesley Chapel chose the Early Learning Coalition to participate in their ‘Pay it Forward Tampa Bay’ charity campaign,” said the Coalition’s Executive Director, Jim Farrelly. “They’ve created an easy way to reach out to community members and get them involved with the nonprofit community.”

Leann Rowe of Precision Kia said suggestions for selected charities come from friends, the public and personal research. She then searches for the charities on Facebook. They are matched with other charities that have close to the same number of fans to ensure that an organization with 1000 fans is not competing with 100 fans.

Voters must have Facebook to participate in the contest. Interested voters should visit [www.Facebook.com/PrecisionKiaOfWesleyChapel](http://www.Facebook.com/PrecisionKiaOfWesleyChapel).

The funds donated by Precision Kia of Wesley Chapel will serve as a MATCH donation to the Coalition, allowing children—currently on a long waiting list for services—to be placed in childcare while their parents work.

The Coalition is required to raise \$232,427 for Pasco County in "MATCH" funds this year alone, or risk losing that amount from its 2012-2013 School Readiness budget.

"It's quite a challenge to raise that amount of donations in these tough economic times," Farrelly said. "It's also the challenge of competing for a small portion of available dollars. Non-profits need the funding to keep their missions alive and continue to best serve the community."

The Coalition launched a MATCH donation website in August to create a simpler and more convenient way for members of the community to donate through MATCH funding and memorial gifts.

Community members interested in donating any amount should visit [www.phelc.org/donation](http://www.phelc.org/donation).

For more information about this contest, please contact Leann Rowe at Precision Kia of Wesley Chapel at

For more information about the ELC and its services, visit [www.phelc.org](http://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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