



MEDIA ALERT

FOR IMMEDIATE RELEASE

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

WINS 2012 WEDU "BE MORE HUMBLE" AWARD

The "BE MORE HUMBLE" award was voted on by the public from November to December 2011.

The Early Learning Coalition of Pasco and Hernando Counties, Inc. won the **"BE MORE Humble"** award for the second time in the last three (3) years at the **WEDU "BE MORE" Awards**.

The Coalition competed against top nonprofit organizations and companies within the Tampa Bay region, including: AMI Kids, Inc.; Children First, Inc.; Operation PAR; and The Junior League of Tampa, Inc.

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

"It's an honor to win this award for the second time in three years," said James J. Farrelly, Executive Director. "We're proud of the work we're able to do in the community, and we're grateful for the continued support and recognition."

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 winners, 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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