



# CHILD CARE MAKES

Family | Community | Jobs | Business | Economy

# LIFE WORK.

**06.12.2018 | YOUR DAY TO TAKE ACTION**

**Date:** 06-12-2018

**Time:** 11:45 AM – 1:00 PM

Open tent for participants to share stories, sign up for campaign/organizational updates, take individual/small group photos with signage

**12:15 PM**

Call for group photo representing the large number of “downtown” employees who depend on reliable, accessible, high-quality child care to work

**Location:** Market Square, Pittsburgh Downtown Partnership’s “Blue Tent”

## **Purpose**

The event creates an interactive call-to-action to unite supporters and build greater public awareness of the importance of high-quality child care services to the functionality of local/regional/statewide businesses and communities. In addition to the demonstration/gathering event, simple online tools empower families, organizations, and communities to participate in ongoing action. We seek to build awareness and increase the number of people who:

- understand how high-quality child care serves their community.
- know how child care supports their families, friends, and neighbors.
- take action to increase policymaker focus on child care issues.
- provide a visual representation of just how many working individuals depend upon reliable, high-quality child care to maintain employment and peace-of-mind.

## **Opportunities for Company/Organization/Individual Participation**

### **Group Photo**

Company/Organization invites employees who depend upon child care to gather in the tent to show how many of them do so to work. Employees may wear event colors (blue and orange) and hold official event signage (provided by Trying Together) to add to the visual impact. Employers may share the group photo in internal/external communications on (or near) event date.

### **Lunch Break Takes (Story Sharing and Social Media Pics)**

Employees from downtown/area companies/organizations who depend upon child care may choose a convenient time over the lunch break to visit the tent for photos and to share quick stories of the positive impact high-quality child care provides for work-life balance, child development, peace of mind, etc. We invite those who wish to participate to wear event colors (blue and orange) and hold official event signage to add to the visual impact.

### **How Does Participation Benefit Your Business/Organization?**

Highlighting the connection between the work of your employees and its connection to family life helps inspire confidence in workplace connections, show support for employee concerns, and boost employee morale. Participation recognizes the weight of decisions your employees make for their children and helps solidify your company/organization/brand as one that recognizes stable, high-quality child care as essential to the productivity and general well-being of employees with children.

### **Social/Traditional Media Recognition**

Participation also provides opportunities for tie-in promotions and public support.

**Remember to tag Governor Wolf and your legislators on every social media post!**

**Type “Find Your Legislator PA” into your browser to identify who represents your district.**

**Facebook:** Governor Tom Wolf  
@tomwolf

**Twitter:** @GovernorTomWolf



**YOU ARE MY VOICE.**

**HELP ME BUILD A BRIGHT FUTURE.**



**#FundChildCare**



**YOU REPRESENT ME**