

Media Advisory: Elgin Partnership for Early Learning (EPEL)

Contact: Executive Director, Amber Peters 847- 452-2457

amberpeters@elginpartnership.org



WHAT: Ribbon (Clothesline) Cutting and Celebration of Elgin Partnership for Early Learning Language in the Laundromat project for birth to five-year-old children and their families, Week of the Young Child

WHEN: Wednesday, April 18, 2018 at 4:00 pm

WHO:

Speakers:

EPEL Collaboration Director Amber Peters

Elgin Mayor, David Kaptain

U-46 CEO, Tony Sanders

Gail Borden Library Executive Director, Carole Medal

Elgin Township Supervisor, Franklin Ramirez

Invited Attendees:

Parents and residents

JetXpress Laundromat owners, Jim Cowen and Bill Norteman, and laundromat staff

EPEL Board Members and EPEL Community Partners

Opportunity for photo opportunities and parent comments

WHERE: JetXpress Laundromat located at 425 Dundee Avenue, Elgin, IL
Parking is available in the rear of the laundromat and at the corner of Gifford and Hickory

WHY: The Elgin Partnership for Early Learning is implementing the Clinton Foundation's *Too Small to Fail* Campaign which developed colorful educational messaging and partnered with the Coin Laundry Association to distribute "*Talking is Teaching*" posters and early literacy resources throughout laundromats. This program is parent/volunteer guided with messaging to engage children. Research shows that simple, everyday actions like talking, reading and singing to young children from birth can build their brains and set them up for success in school and beyond.

Volunteers from the Elgin community are partnering with the Elgin Partnership for Early Learning to provide resources to families such as story time and multiple opportunities to make, as *Too Small to Fail* says, "small moments big." These small moments are significant, meaningful engagement between parents and young children starting at birth through everyday activities like talking, reading and singing. We want these everyday activities to carry over to the grocery store, taking a walk, playing outside, or even when parents are bathing their child. We have to make every moment count, big or small! **Elgin Partnership for Early Learning, JetXpress, Elgin Township and our community partners are turning "Laundry Time" into "Talk, Read, and Sing time!"**

Laundry owners are offering 50% off wash on April 18th from 12:00-8:00 pm on the kick-off day!