



# Media Resource Guide

## Who We Are

A statewide policy and advocacy effort dedicated to transformational change in early care and education (ECE) and the optimal health and well-being of Wisconsin's infants and toddlers. Led by Wisconsin Early Childhood Association, the effort is powered by the broad support of a multi-sector coalition of influential individuals and organizations.

## Our Impact

Our launch in April 2022 marked major milestones in advocacy centered on transformational change for the state's youngest children and their families. The initiative is the result of increasing and sweeping public awareness around the importance of child care. It brings all impacted voices together to advance powerful, collective advocacy: child care professionals, families, community leaders, employers and economic leaders.

## Our Partners

The effort relies on the expertise and insights of our [State Collaborative Team](#) and Business Advisory Council, which include leaders and experts from more than 50 Wisconsin organizations representing child care, child health, municipal and county governments, economic development and a host of social impact organizations.

## Policy Priorities

WECA's leadership, with the support and expertise of our partners, informs Raising Wisconsin's [policy agenda](#), which calls for improving child care infrastructure, supporting the child care workforce and investing in optimal health and well-being.

## Media Contact

We are a resource for you as you cover stories on child care and optimal child health and well-being. Please direct all media inquiries to Cassie Perenchio, our Communications Director.

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### Our Staff

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