



Contact: **Karine Stallings**
Durham's Partnership for Children
Community Development Manager
403-6960 x221 599-5855 (mobile)
Karine@dpfc.net

PRESS RELEASE

FOR IMMEDIATE RELEASE
MONDAY, AUGUST 17, 2009

STRATEGIC CONVERSATION WITH DOWNTOWN EMPLOYERS ON THE IMPORTANCE OF CHILD CARE

Supporting the Future Growth of Downtown Durham

Durham, NC – **Durham's Partnership for Children** announced Monday that The Greater Durham Chamber of Commerce and Downtown Durham, Inc. (DDI) have invited key leaders of the Downtown Business community to come together on Thursday, August 27, 2009 for a strategic discussion about the importance of young children and the role employers play to make Durham a great place to raise a young family.

The Chamber and DDI, Inc. have collaborated with Durham's Partnership to organize this breakfast and to bring John Weiser from Connecticut-based Brody Weiser Burns, to lead the discussion on how early childhood issues affect the business community.

John Weiser co-founded Brody Weiser Burns in 1984 to pursue his vision of business strategies as a force for social change, after two years with the Boston Consulting Group. Since then he has helped social ventures, nonprofits, businesses, foundations and public sector agencies create, build consensus around, and implement a broad range of partnership strategies.

John graduated *magna cum laude* in mathematics from Harvard University. He holds a Masters Degree in Public and Private Management from the Yale School of Management.

A child's foundation for life-long learning is built long before the child enters kindergarten. We know that a child's early experiences are responsible for wiring the brain for future use and long-term educational achievement is strongly linked to high-quality early care and education. In turn, high-quality child care also supports Durham's current workforce.

"The Partnership is excited to be working with the Chamber and DDI on this issue. With the enormous growth in our downtown Durham community, child care is a key strategy to attract and retain top organizations and businesses to the downtown area. Bringing John to Durham to speak to the business community is yet another step in our efforts to work with the business community in building family-friendly workplaces for working parents," said Marsha Basloe, Executive Director of Durham's Partnership for Children. "We appreciate the partnership with the Chamber and DDI to discuss this issue as it impacts today's workforce and our future creative talent."

About Durham's Partnership for Children

Durham's Partnership for Children celebrates 15 years making young children a priority. Founded in 1994 and first funded in 1995 to administer the Smart Start grant in Durham County, the Partnership works as an independent, local nonprofit that serves young children birth to age 5 and their families under North Carolina's nationally recognized initiative to ensure all children enter school healthy and ready to succeed. For 15 year, the Partnership has helped working parents pay for child care, improve the quality of child care and provided health and family support services to thousands of Durham County families with young children. The Partnership works to achieve its mission: *To mobilize and unify the Durham community to create and support innovative and successful approaches to serving the needs of children birth to age 5 and their families*, by working with funded partners and mobilizing groups and organizations in Durham County to support and coordinate efforts impacting young children and their families. The Partnership also administers the More at Four Program in Durham County serving nearly 400 children. For more information about Durham's Partnership for Children, visit www.dpfc.net or call 919-403-6960, ext 221.

-###-
