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**CHILD CARE GROUPS AND YUKON WORK TOGETHER TO CREATE AWARENESS**

WHITEHORSE – Health and Social Services Minister Brad Cathers today has said that he is pleased his government is supporting child care groups to carry out a public awareness campaign on the importance of child care for Yukon children and families.

At a recent child care conference, the Child Care Awareness Committee chair Susan Langer announced the formation of the Child Care Coalition – Yukon (CCCY). This coalition represents the three Yukon child care groups: the Yukon Child care Association; the Society of Yukon Family Day Homes; and Langer’s group, the Child Care Awareness Committee.

“After a year of working together as a group, and with the government, the coalition has come up with the working goal of improving the quality of Yukon’s early learning and child care services,” Cathers said. “For this group, it is not just about money. It’s also about raising public awareness of the importance of early learning and child care.”

Speaking on behalf of the coalition, Langer said the group will shortly begin rolling out its education campaign. The campaign will be aimed at the general public, and Langer added, “And not just for parents who already recognize the important role we play in their lives by caring for their children.”

“We want to have the public recognize child care workers as professionals, just like any other group of workers who are in the caring profession. We want them to see how we work to meet the cultural and special needs of all Yukon children, and we need both individuals and businesses to recognize the importance of quality childcare to the Yukon’s economy,” Langer said.

The minister said he was happy with the coalition which now speaks with one common voice for all the child care organizations.

“Our support of the coalition, both in financial and human resources, further demonstrates our commitment to quality childcare for all Yukon children,” Cathers said.

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