



MICHIGAN  
ASSOCIATION FOR  
**Education  
of Young  
Children**

## Month of the Young Child®

PRESS RELEASE

PLEASE RUN APRIL 1 — APRIL 30

Each April Michigan celebrates Month of the Young Child® (MOYC®). This is a time when communities and individuals recognize the needs and rights of young children and their families. Since 1971, one week in April has been celebrated nationally as Week of the Young Child. In 1985, Michigan expanded the celebration to the entire month of April, with each week having a specific focus. Michigan Association for the Education of Young Children (MiAIEYC) coordinates the campaign with support from local and state organizations, businesses and public agencies.

"...promoting quality education  
and the well-being  
of young children..."

Early Years Are Learning Years™...Make Them Count! The 2008 MOYC® Focus Weeks highlight children's development.

Week 1	April 1– 5	Physical Development
Week 2	April 6–12	Social-Emotional Development
Week 3	April 13–19	Cognitive Development
Week 4	April 20–30	Language and literacy

Month of the Young Child® statewide activities include:

- **PURPLE RIBBON CAMPAIGN:** Michigan's citizens show their support for young children and their families by wearing or displaying a purple ribbon.
- **CHILD CARE JOB SHADOW DAY,** various days in April: Community leaders "work" in child care centers or with home providers to experience, first hand, the complexities and skills involved in the child care profession.
- **KITE DAY,** various days in April. All who work with and care about young children are encouraged to sponsor a Kite Day at their homes, centers, schools, or in their communities. Visit [www.MiAIEYC.org](http://www.MiAIEYC.org) for information.
- **REACH OUT AND READ MICHIGAN:** Reach Out and Read Michigan promotes early literacy by giving new books to children, and advice to parents about the importance of reading aloud, in pediatric exam rooms across the state. For information about the coalition, visit the website, [www.reachoutandreadmich.org](http://www.reachoutandreadmich.org). Book donations can be made directly to the coalition, or to your local AIEYC chapter; contact your MOYC chairperson or MiAIEYC for information.

Contact MiAIEYC for information about local or state MOYC® activities and events.

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