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DC ACT Galvanizes Residents Around *5 Promises to Kids Campaign*— Mayoral Candidates Must Do Right By Children and Youth

DC ACT Releases Promise 5 and Officially Launches Campaign in Time for September Primary

WASHINGTON—August 28, 2006 -- DC Action for Children today released campaign **Promise 5—children will enter school ready to learn—and will host several metro-based campaign events on September 6 and 7.** Kicked-off on July 31, the *5 Promises to Kids Campaign* urges DC's new mayor to craft an agenda addressing the most critical needs of the city's youngest residents. Each promise describes an important issue involving the District's children and youth, offers recommendations to remedy the problem and will serve as a foundation for the proposed agenda.

“Promise 5 focuses on the benefits of quality, early care and education programs for children in the city. An investment in early childhood is the single best investment that we can make—the short and long-term pay-offs are huge. Making contributions to early childhood have been proven to reduce crime, improve earning potential and ensure positive outcomes,” explained DC ACT Executive Director Angela Jones Hackley.

The additional four promises focus on the importance of responsible child-friendly government spending, safe children, youth opportunity and fair chances of success for children and youth regardless of where they reside. DC ACT's upcoming launch events are to inform the general public on the *5 Promises* and to collect additional signatures from area residents in support of the campaign, continuing the increasing community support.

Promise 5: Children will enter school ready to learn

High quality early care and education opportunities have significant and long-lasting benefits for children, namely language, motor and social skills development. These programs can also ameliorate the collective effects of poverty, manifested in poor school performance. It is in the best interest of all in the District that the city provide sufficient funding, service coordination and consistency and equity across the early care and education system.

ABOUT DC ACT

Since its inception in 1992, DC Action for Children has served as an independent, non-profit, multi-issue advocacy organization dedicated to improving the quality of life for children living in the District of Columbia. DC ACT's work is guided by its vision that each child in the District of Columbia should be afforded the opportunity to reach his or her potential. DC ACT focuses on public policy areas, which include: early care and education, child welfare, child and maternal health and positive youth development. For more information, visit www.dckids.org.