



Rochester Association for the Education of Young Children

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www.raeyc.org

PRESS RELEASE

For immediate release

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**ROCHESTER ASSOCIATION FOR THE EDUCATION OF YOUNG CHILDREN TO
HOLD EVENTS CELEBRATING THE MONTH OF THE YOUNG CHILD**

(Rochester, New York) March 19, 2009 – The Rochester Association for the Education of Young Children (RAEYC), will host multiple events throughout Rochester during the month of April to celebrate and bring awareness to The Month of the Young Child.

RAEYC kicks off its celebration on Wednesday, April 1, from 7:00-9:00 p.m. at Cornell Cooperative Extension, 249 Highland Avenue in Rochester. Evening events will include comments from Bonnie DeVinney, Vice President and Chief Program Officer of the Greater Rochester Health Foundation, a preview of the Rochester Children's Film Festival, a book reading of *Anansi the Spider* by Hazeldene Hercules, Executive Staff Assistant to Mayor Bob Duffy's office and a presentation honoring Jim Brush, president, The Sentry Group, for his many contributions to early childhood initiatives in Rochester.

RAEYC will also host:

- **An educational seminar on Wednesday, April 15, beginning at 5:30 p.m. at the Clarion Riverside Hotel, 120 E. Main Street, 14604.** Stacie G. Goffin, Ed.D., co-author of the book *Ready or Not: Leadership Choices in Early Care and Education* will be the keynote speaker. Dinner, program and book discussion will begin at 5:30 p.m. Ms. Goffin is a nationally recognized leader in early childhood care and education and her most recent work focuses on early childhood leadership. Visit www.raeyc.org for registration information.

- **An evening of education and pampering for early childhood care providers on Tuesday, April 28, from 5:30-7:30 p.m. at the Rochester Educational Opportunity Center Auditorium, 305 Andrews Street, 14604.** A presentation on stress management will be given by Dennis Conheady and Ella Renckert. Food will be provided, on-site manicures and pedicures and door prizes will be given away. To register (required) for this free event, contact Sue Barco at (585) 327-4080 or Theresa Cummings at (585) 402-7227.

• **Information tables about the Rochester City School District's Universal Prekindergarten program will be available at the Public Market on Saturday, April 4, and Saturday, April 18.** Families can learn facts about the UPK program, find out about the many city sites where RCSD UPK is offered and talk to representatives of the UPK program.

• **The Children's Film Festival** takes place in neighborhood settings. As many at-risk children and their families lack the transportation and/or resources to travel to traditional film exhibition sites, screenings are mainly held in library branches, schools, child care centers and, occasionally, religious settings. The Children's Film Festival is facilitated by Children's Institute in collaboration with many community partners. Programming is chosen by Rochester High Falls International Film Festival staff and consists of non-violent films, notable for their artistic excellence and, often, for gentle social messages. At each screening, families are given information about the need for appropriate children's entertainment and caregivers are invited to special trainings to learn about the impact of violence in the media on young children. (A list of screenings, participants and funders is attached.)

Children's Institute is a national not-for-profit organization based in Rochester, NY and affiliated with the University of Rochester. Its mission is to strengthen children's social and emotional health. Through sound research and evaluation, Children's Institute develops and promotes effective prevention and early intervention programs, materials and best practices for working effectively with children, families, schools and communities.

Since its inception in 2001, Rochester High Falls International Film Festival has become one of the leading cultural events in Rochester and the surrounding region. The mission is to feature exceptional work of women in all areas of film, video and new media.

RAEYC, an active affiliate chapter of the New York State AEYC (NYSAEYC) and the National AEYC (NAEYC), supports the positive development of children, birth through age 8, through professional development, community outreach and promotion of high quality early childhood standards.

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Calendar Month of the Young Child April 2009

Wednesday, April 1 Rochester Association for the Education of Young Children	Month of the Young Child Kick-off Celebration	6:30-9:00 PM
Wednesday, April 1 Maplewood Community Library 1111 Dewey Avenue	Film Screening	3:30 PM
Wednesday, April 15 Lyell Avenue Branch 956 Lyell Avenue	Film Screening	4:00 PM
Wednesday, April 15 Clarion Riverside Hotel 120 E. Main Street	RAEYC - Spring Seminar	5:30-8:30 PM
April 20 – 26 Center for Screen-time Awareness	Turn TV Off Week!	All Day
Tuesday, April 21 Child Care Council, Inc. 5995 Big Tree Rd. Suite J, Lakeville, NY	Film Screening	10:00 AM
Tuesday, April 21 Charlotte Library 3615 Lake Avenue	Film Screening	2:30 PM
Tuesday, April 21 Irondequoit Public Library 2180 E. Ridge Road	Film Screening	3:00-4:15 PM
Tuesday, April 21 RAEYC Cornell Cooperative Extension 249 Highland Avenue	RAEYC Training - "The Importance of Play"	6:45-8:30 PM
Tuesday, April 21 Wednesday, April 22 Dryden Theatre George Eastman House 900 East Avenue	School Vacation Family Screening (\$2 per person, \$6 maximum for family)	2:00 PM Both Days

Wednesday, April 22 Lincoln Branch Library 851 Joseph Avenue	Film Screening	2:00 PM
Wednesday, April 22 Child Care Council, Inc. 595 Blossom Road, Suite 120	Film Screening	10:00 AM 2:00 PM
Thursday, April 23 Child Care Council 1173 East Union Street Newark, New York	Film Screening	10:00 AM
Thursday, April 23 Monroe Library 89 Monroe Avenue	Film Screening	3:00 PM

Thursday, April 23 Central Library 115 South Avenue	Film Screening	10:00 AM
Saturday, April 25 Winton Road Library 611 Winton Road North	Film Screening	11:00 AM
Tuesday, April 28 Rochester EOC Auditorium 305 Andrews Street	Celebrating You! Early Childhood Provider Appreciation Celebration	5:30-7:30 PM
Wednesday, April 29 Phyllis Wheatley Library 33 Dr. Samuel McCree Way	Film Screening	3:30 PM
All Month: MOYC Children's Film Festival Community Leaders visit early childhood sites to read to children		Films shown at various locations and times



Facilitated by:

Children's Institute, Inc. and Rochester High Falls International Film Festival

Funders:

- Dr. and Mrs. James W. Sayre Fund
- Child Care Council
- Early Childhood Education Quality Council
- Hunter Institute on Young Children
- Books donated by Gannon J. Werner Memorial fund
- Brochures printed by Rochester City School District, Office of Early Childhood

The Rochester High Falls International Film Festival's Children & Youth Programs are made possible by generous support from:

- James S. Alesi, Senator, 55th District/The New York State Department of Education
- M & T Bank
- Time Warner Cable

Participating Organizations:

- Rochester Association for the Education of Young Children
- Rochester City School District
- Child Care Council, Inc.
- George Eastman House
- Monroe County Public Libraries
- Rochester Museum & Science Center
- AmeriCorps VISTA
- Office of the Mayor, Rochester NY
- Center for Screen-Time Awareness
- Volunteers in the early childhood community