



## MEDIA ALERT

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**FOR IMMEDIATE RELEASE**  
**WEDNESDAY, APRIL 6, 2011**

DURHAM, NC - As part of the **Week of the Young Child, April 10 - 16**, Durham's Partnership for Children is hosting two community-wide events in honor of young children. The community is invited to greet new Partnership Executive Director Laura Benson at a **Community Reception** on Monday, April 11<sup>th</sup> at First Presbyterian Church in Durham. The following day, Tuesday, April 12<sup>th</sup>, the Partnership is teaming up with **Bull City Burger and Brewery** to promote "**100% All Natural Bull City Child Day.**" Ten percent of lunch and dinner sales from that day will support the Partnership, which works to serve the needs of Durham County young children birth to age 5 and their families.

During the Week of the Young Child, the Partnership invites the community to share their personal wishes for Durham County children. Statistics show that more than 1 in 5 Durham County children ages 2 to 4 are obese. A simple wish for our children is that they are given ample opportunity for outdoor play and that they are provided wholesome, nutritious meals. To make this wish a reality, the Partnership will be accepting outdoor play toys such as jump ropes, balls, and bubbles as donations during the Community Reception.

Bull City Burger and Brewery, brand new to downtown Durham on Parrish Street, is a farm-to-fork restaurant that works closely with North Carolina pasture raised beef farmers supplying beef with no hormone added and antibiotic-free meat that is ground daily on-site to make the restaurant's hamburgers and all-beef hotdogs. Most items on the menu are made in-house including buns, mustard and ketchup, while vegetables such as tomatoes, cucumbers for pickles, and lettuce are bought from local farmers. Bull City Burger and Brewery uses no artificial sweeteners, no high fructose corn syrup, and no hydrogenated oils. Their focus on high-quality ingredients as part of a balanced diet emphasizes the role good nutrition plays in child development.

"These two events are meant to engage the community around the Week of the Young Child and to rally support around providing high-quality early learning opportunities during the critical years for our youngest learners and future leaders," said Laura Benson, Executive Director of Durham's Partnership for Children. "We value local businesses for enabling our organization to support young children and for helping build awareness for our work."

**DETAILS:** **Week of the Young Child, April 10 through April 16**  
Theme: *Early Years are Learning Years*

**Community Reception, hosted by Durham's Partnership for Children**  
Event location: First Presbyterian Church, 305 East Main Street, Durham  
Monday, April 11, 2011 from 4:30 to 6 pm

**100% All Natural Bull City Child Day**  
Location: **Bull City Burger and Brewery**  
107 East Parrish Street • Suite 105 • Durham, NC 27701  
Hours: 11:11 am to 10 pm  
10% of sales help support Durham's Partnership for Children

### **About Durham's Partnership for Children - 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 more than 15 years, 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, 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 Pre-Kindergarten Program in Durham County serving more than 400 children and the new Early Head Start Grant serving Durham infants and toddlers. For more information about the Partnership, visit [www.dpfc.net](http://www.dpfc.net) or call 919-403-6960, ext. 219.

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