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MEDIA ADVISORY

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Blue Cross Blue Shield of NC to convene business leaders to discuss work-friendly policies, early childhood initiatives

Corporate Champions for Children Forum to Demonstrate Impact of Child Care on Workforce

Durham, NC — On Wednesday, March 26, Durham's Partnership for Children in partnership with Blue Cross and Blue Shield of NC and its on-site child care center, Bright Horizons, will hold a Corporate Champions for Children Forum to continue to engage local businesses around the economic impact of early childhood education in Durham.

The setting of this meeting exemplifies supporting working families as Bright Horizons was one of the first facilities in the state to offer back -up child care for Blue Cross and Blue Shield employees in Durham.

The morning forum will feature an orientation of the center, public policy overview for educating public officials on the unique stake businesses have in early care and education and importance of corporate engagement in early childhood initiatives.

This event will not solicit companies to make donations. Instead, it will present the business case regarding the savings and higher returns business leadership can make by supporting early childhood initiatives inside their doors and within the broader community.

WHAT: Corporate Champions for Children Forum

DATE: Wednesday, March 26, 2008

TIME: 8:00 to 9:30 a.m.

WHO: Durham's Partnership for Children, a Smart Start initiative

WHERE: Bright Horizons at Blue Cross Blue Shield of NC, 1968 Ivy Creek Boulevard
Durham, NC 27707

For more information on Corporate Champions for Children, contact Karine Stallings at 403-6960 ext. 221.

About Durham's Partnership for Children

Durham's Partnership for Children was founded in 1994 and first funded in 1995 to administer the Smart Start grant in Durham County. Smart Start is North Carolina's nationally recognized initiative to ensure all children enter school healthy and ready to succeed. Smart Start helps working parents pay for childcare, improves the quality of childcare and provides health and family support services in every North Carolina County. The Partnership works with funded partners (affiliated organizations) 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 0-5 and their families." Durham's Partnership for Children also administers the Governor's More at Four Program in Durham County. In September 2006, Durham's Partnership for Children, a Smart Start Initiative, launched **Corporate Champions for Children** — a consortium of businesses that convene around issues affecting young children and their families. For more information about Durham's Partnership for Children, visit www.dpfc.net or call 919-403-6960, ext. 221.