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NEWS RELEASE

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Ministry of Children and Family Development

CELEBRATING SUCCESS - SUCCESS BY 6 PARTNERSHIP STRENGTHENED

SURREY - It's a made-in-B.C. program that directly helps parents and kids - by offering a range of worthwhile programs such as early learning and literacy, nutrition, children's play, outreach programs, parenting skills development, and cultural programs to enhance the lives of young children and their families.

Success By 6 - a partnership between the United Ways and Credit Unions of B.C. and the B.C. government - is dedicated to ensuring that children ages zero to six have access to programs and resources supporting healthy growth and development. It helps to ensure that young children develop the emotional, social, cognitive, and physical skills they need as they enter school. Recently joining this partnership is the B.C. Association of Aboriginal Friendship Centres, to help promote the importance of Aboriginal early childhood development in B.C.

Success By 6 has been operating successfully since 2003, and today, the B. C.

Government is reinforcing that Success By 6 partnership, through an investment of \$3.4 million for 2011-12.

The announcement was made at the Kla-how-eya Aboriginal Centre in Surrey, which supports activities that promote the health, culture and economic well-being of Aboriginal children and families. With the support of Success By 6, Kla-how-eya Aboriginal Centre offers a Pre Natal Program, which provides information to moms-to-be - helping them make healthy lifestyle choices during pregnancy. The program also promotes health and wellness in all areas of the traditional medicine wheel - physical, emotional, mental and spiritual.

The early years - from birth to age six - are extremely important in a child's life. These years are the most critical for neurological development, as the most significant brain growth occurs in the first six years of life. That's why early childhood development programs such as those supported by Success By 6 are key building blocks to success for B.C. families and communities.

Quotes:

Mary Polak, Minister of Children and Family Development:

"The ongoing partnership between the United Ways and Credit Unions of B.C. and the ministry is one we value because Success By 6 builds and enhances communities across the province through early childhood development. This investment puts families first by providing direct support to young children

- supporting them to grow, develop, play and learn - and actively aspiring to build healthy, family-friendly communities throughout B.C." Kim Lockhart,

national director, United Way of Canada and past chair of the Early Childhood Development Provincial Partnership (ECDPP):

"We have great reason to celebrate today. This funding allows us to continue

to work to ensure children under age six have access to programs that support their healthy growth and development. Success By 6 is proud to support this critically important work."

Helen Blackburn, senior vice-president at Central 1 Credit Union and chair of the ECDPP:

"Credit unions across B.C. are proud of their commitment to being active in their individual communities. Our partnership with the United Way and the Province in supporting Success By 6 is a perfect example of this dedication to investing in the community."

Quick Facts:

* Since 2003, the B.C. Government has invested \$28 million toward Success By 6.

* Success By 6 funds over 450 projects in 225 communities throughout the province.

* Success By 6 is an early childhood development initiative dedicated to providing all children with a good start in life. Success By 6 mobilizes resources to invest in prevention-focused early childhood programs and services.

* Recognizing the importance of culture, language, self-determination and self-government to Aboriginal people in B.C., Success By 6 has dedicated \$1 million toward the implementation of an Aboriginal strategy.

* The strategy is designed to work with Aboriginal communities to increase representation in Success By 6 initiatives, strengthen community capacity, increase cultural awareness of Success By 6 partners, and promote awareness of the importance of the early years in the healthy development of children.

* Funds have so far been distributed to support over 86 Aboriginal early childhood development projects throughout the province.

Learn More:

* For more information about Success By 6, please visit: www.successby6bc.ca

* For more information on early childhood development programs funded through the ministry, please visit:

www.mcf.gov.bc.ca/early_childhood/index.htm

* For more information on Early Learning programs through the Ministry of Education, such as full- day kindergarten and StrongStart BC, please visit:
http://www.bced.gov.bc.ca/early_learning/

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