



PRE-K OUR WAY

Prepared for school, ready for success.

www.prekourway.org

PRE-K OUR WAY NEWS

A MONTHLY NEWSLETTER **SEPTEMBER 2017**



The 2017 calendar is officially transitioning into Fall 2017, and some of New Jersey's 3- and 4-year-olds have reason for excitement. **For the first time in nearly a decade, New Jersey is funding pre-k expansion ... but for only a few thousand children.**

Also happening this Fall: Pre-K Our Way's Campaign for Pre-K Expansion returns for NJ's gubernatorial general election. **Through November 7**, we're featuring statewide advertising, social media placement, consistent messaging, and **one call for action**. Together, let's move the gubernatorial election discussions - and the next governor - to fund pre-k expansion in the first budget of a new administration in 2018. **Let the candidates for governor know that you want pre-k - because 50,000 3- and 4-year-olds are still waiting!**

There's already proof that **working together toward one goal delivers results**: Pre-k became a priority in our state - and the candidates for governor know it. The NJ Department of Education provided notices to selected districts that they're being funded for pre-k expansion. NJ's pre-k received statewide print, TV and national attention. New Jerseyans worked to bring pre-k to 3- and 4-year-olds in their communities. **Nevertheless.....there's more to do!**

STILL WAITING

Watch our newest video ads to see familiar faces! The ads (**and a companion handout**) are being used **to move discussion throughout the gubernatorial election season and increase the already growing priority of pre-k expansion** in our state. Although a few thousand 3- and 4-year-olds are accessing NJ's pre-k this fall because of the first pre-k expansion in nearly a decade, 50,000 children are still waiting. That's not right!

CONTACT THE CANDIDATES FOR GOVERNOR

Want to contact a candidate or candidates now? Each of our ads provides a seamless way to reach any and all candidates for governor. It's easy - **just email a candidate, or contact all of them at once! Let them know that YOU support pre-k expansion.** Already viewed the ads? **Click here** to contact the candidate(s) directly.

NJ'S PRE-K

Want **fresh perspectives** about why people support NJ's pre-k? Our newest video series, NJ's Pre-K..... provides **viewpoints from leaders across a number of areas - from the business community, health care, law enforcement and media.** Hear their independent words about how NJ's pre-k:

- Supports working parents
- Encourages a child's future health
- Delivers educational achievement
- Promotes successful lives

ANNOUNCING THE NEWEST PRE-K EXPANSION DISTRICTS

You made it happen: This year's \$25 million for pre-k expansion is the first funding for pre-k expansion in nearly a decade. The NJ Department of Education continues its work to finalize and determine the districts to receive funding. When an announcement is made by NJ DOE, **watch Breaking News at prekourway.org for more information and a list of the districts receiving new expansion funding.** At least one community received its notice already and is preparing to open its doors to new preschoolers on October 2. (See below for NJ's Pre-K in the News)

PRE-K OUR WAY IN LOCAL COMMUNITIES

Thanks to the most recent attendees at our September 19 and 20 Community Communication meetings. To date, we've hosted 6 Community Communication meetings across North, Central and South Jersey. Together, we've had attendees from hundreds of communities and nearly every Legislative District. **Want to bring pre-k expansion to your community?** Come visit us at the October 20-21 NJAEYC Conference, or **let us know that you'd like to have Pre-K Our Way present at your local council or school board meetings!** Contact info@prekourway.org for more info and to schedule!

PRE-K IN THE NEWS

NJ Monthly Magazine: In "The Case for Preschool," *NJ Monthly* writes, "Trenton took a big step in June, when they included \$25 million for preschool expansion in the 2017-2018 budget." State Senate Majority Leader Loretta Weinberg (D-37) says, "If I had a magic wand, I would spend the majority - or a lot - of our money on preschool." Why? Pre-k is "really a barometer of how successful a student you're going to be," offers Weinberg.

NJTV: You heard it from Pre-K Our Way (and in this newsletter) months ago: pre-k expansion is part of the gubernatorial election discussion, and is a NJ priority!

CNN: A recent CNN story cites NJ's pre-k as one of three examples of "better pre-k".

Coast Star: The NJ Department of Education is still preparing a formal announcement of the districts receiving funding from the \$25 million pre-k expansion in this year's budget. However, one community is preparing to open its doors to new preschoolers on October 2.

Have questions? Contact us at info@prekourway.org

Tel. 609.246.0034 EXT. 2 Toll Free: 844.335.PREK (7735)

PRE-K OUR WAY © 2014 PRE-K OUR WAY, INC. A NJ Nonprofit Corporation. All rights reserved.