**News**

*For immediate release*

**6th Annual Early Childhood Week**

*[Name of your organization] invites everyone in [Your region]  
to speak up on behalf of the youngest members of our society*

**[*Municipality*], November [*date*], 2021** — As part of the 6th annual Early Childhood Week, taking place from November 15 to 21, *[Name of your organization]* will be joining in the movement to make early childhood development a true social priority. Earlier this year, the Laurent Commission issued a series of recommendations, and it is these recommendations that are the inspiration behind this year’s focus on **prevention** and on creating **caring communities** to protect young children. Throughout the week, all of Quebec will be mobilizing to offer a voice to the 534,000 children aged 5 and under in the province. In *[Name of your region]*, there are currently *[Number of children 5 and under in your region]* children in this age group, all of whom deserve an equal chance to grow into confident, well-rounded adults.

To build these caring communities and look out for, and look after, our babies, toddlers and preschoolers, we must take concrete action, pooling together the capacities and convictions of various early childhood development stakeholders. It is through these collective efforts that we will be able to address their needs and rights. Although most young children in Quebec are faring well and living in environments that foster healthy development, 1 in 4 (or as many as 1 in 3 in low-income communities) exhibits vulnerability in at least one sphere of development by the time they reach kindergarten.

The pandemic has had major repercussions on the entire ecosystem surrounding young children. The broader impact will be felt for a long time to come. Children’s social interaction has been limited. Young families are experiencing financial hardships. Access to affordable housing has become increasingly difficult. And parents are under more stress than ever. For many of them, lockdown restrictions and the cancellation of school and family activities have made the transition from home or daycare to school a challenging one. It is critical that we bear all this in mind as we come up with new strategies.

“*[Insert a quote]*,” said *[Name and title of your organization’s spokesperson].*

*[Your region]* has chosen to show support for young children and their families by prioritizing prevention and the creation of caring communities. *[Insert concrete examples of successful early childhood development initiatives in your region].*

**Activities across Quebec and in [*Region/City*]**

A full lineup of activities will take place across the province over Early Childhood Week to raise awareness among decision-makers and the public with regard to the key role young children will play in the future of our society. Early Childhood Week is the ideal opportunity to join forces and reflect on the living conditions of children during the first five years of life. [*Add information on your activities*]

For more information on the week-long program, go to [grandesemaine.com](http://grandesemaine.com/en/).

**About [*Your organization*]**

[*Insert a description of your organization*]

**About Early Childhood Week**

Running from November 15 to 21, 2021, Early Childhood Week is an opportunity to share information and open up a dialogue about early childhood development, to shine the spotlight on local and regional initiatives designed to support young children and to reach out to the entire population. A number of activities and events will take place across the province throughout the week.

Facebook: facebook.com/[*Your organization’s page*]

Twitter: twitter.com//[*Your organization’s page*]

#EarlyChildhoodweek #GrandeSemaine #toutpetits #MakeEarlyChildhoodAPriority

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**For more information:**

[*Name, title and contact information of your media spokesperson*]

**Early childhood statistics by region**

We invite you to use the following information in your communication materials (press releases, speeches, op-eds, etc.)

Number of children 5 and under in Quebec: 534,939 or 6.4% of the provincial population

* Bas-Saint-Laurent: 5.5% of the population, 11,095
* Saguenay−Lac-Saint-Jean: 5.9% of the population, 16,446
* Capitale-Nationale: 6.2% of the population, 45,418
* Mauricie: 5.5% of the population, 14,656
* Estrie: 6.1% of the population, 19,840
* Montreal: 6.7% of the population, 134,098
* Outaouais: 6.7% of the population, 26,022
* Abitibi-Témiscamingue: 6.8% of the population, 10,044
* Côte-Nord: 6.2% of the population, 5,926
* Nord-du-Québec: 10.7% of the population, 4,815
* Gaspésie–Îles-de-la-Madeleine: 4.7% of the population, 4,291
* Chaudière-Appalaches: 6.5% of the population, 27,549
* Laval: 6.5% of the population, 27,719
* Lanaudière: 6.7% of the population, 33,631
* Laurentides: 6.2% of the population, 37,460
* Montérégie: 6.5% of the population, 100,426
* Centre-du-Québec: 6.4% of the population, 15,503

Source: <https://tout-petits.org/media/1801/portrait2017_complet_web_en.pdf>