**Press release**

*For immediate release*

**CATCHY TITLE**

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

**[Municipality], November [date], 2024** — As part of the 9th annual Early Childhood Week, taking place from November 18 to 24, [name of your organization] will be joining in the movement to make early childhood development a true social priority. All week long, stakeholders from across Quebec will be coming together to give a voice to the province’s 514,747 children aged five and under. In [name of your region], there are currently [number of children five and under in your region — see below] babies, toddlers and preschoolers, all of whom deserve an equal chance to grow into confident, well-rounded adults. Unfortunately, however, too many children are missing out on this opportunity.

The theme for this year’s event is **Together, we can level the playing field for all young children. Let’s help them achieve their full potential.** All children should have the same chance to thrive, regardless of where in the province they are born and raised.

**Geographic and socioeconomic disparities**

In some areas of Quebec, such as the Côte-Nord, Estrie, Laval and Outaouais regions, the percentage of developmentally vulnerable children is alarmingly high. The risk is even greater for children in rural communities, where there is an increased likelihood of child protection involvement. Specially adapted measures are crucial in these communities.

From a socioeconomic perspective, children in low-income households or disadvantaged neighbourhoods face sizeable challenges, which considerably increases the risk of child protection involvement. Specific solutions are required to address these inequalities. These include support for expectant parents as well as access to high-quality childcare and family-friendly healthcare services to ensure every child gets the best possible start in life.

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

[Insert concrete examples of successful initiatives in your region advocating for young children’s rights].

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

A full lineup of activities will take place throughout the province during 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 our littlest citizens. [Add information on your activities].

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

**About [Name of your organization]**

[Insert your organization’s boilerplate]

**About Early Childhood Week**

Running from November 18 to 24, 2024, Early Childhood Week is an opportunity to inspire and inform a conversation about early childhood development in Quebec, to draw attention to local and regional initiatives designed to support young children and to spur the various levels of society to take action. A number of activities and events are planned throughout the week in communities across the province.

Facebook: facebook.com/[Link to your organization’s profile]

Twitter: twitter.com/[Link to your organization’s profile]

#EarlyChildhoodWeek2024 #MakeEarlyChildhoodAPriority

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**For more information:**

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

**Early childhood statistics by region**

You may want to incorporate the following information, especially as it pertains to your region, in your press release:

Population estimates for children aged five and under for each of the administrative regions, July 1, 2023.

**Note:**  The percentages for each of the regions are based on total regional population, not the population of the province as a whole.

* Bas-Saint-Laurent: 4.8% of the population, 9,799
* Saguenay−Lac-Saint-Jean: 5.4% of the population, 15,191
* Capitale-Nationale: 5.6% of the population, 44,333
* Mauricie: 5.1% of the population, 14,530
* Estrie: 5.5% of the population, 28,219
* Montreal: 5.7% of the population, 120,350
* Outaouais: 6.1% of the population, 25,526
* Abitibi-Témiscamingue: 6.2% of the population, 9,224
* Côte-Nord: 5.7% of the population, 5,119
* Nord-du-Québec: 10.9% of the population, 5,080
* Gaspésie–Îles-de-la-Madeleine: 4.6% of the population, 4,231
* Chaudière-Appalaches: 5.9% of the population, 26,418
* Laval: 5.6% of the population, 25,200
* Lanaudière: 6.3% of the population, 34,702
* Laurentides: 6.0% of the population, 39,700
* Montérégie: 6.1% of the population, 91,560
* Centre-du-Québec: 6.0% of the population, 15,565

**Provisional figures for 2023**

**Source:** Statistics Canada, Annual Demographic Estimates, Subprovincial Areas (May 2024). Adapted by the Institut de la statistique du Québec