



# BEST BEGINNINGS

## Alaska's Early Childhood Investment

**For immediate use**

**Media Contact: Patty Ginsburg, 907.351.2222**

**Air: Oct. 1 – Dec. 31, 2009**

1. *“New Learning Experiences” (:25)*
2. *“Kindergarten Ready” (:28)*
3. *“Early Childhood Education and Economy” (:30)*
4. *“Imagination Library” (:26)*
5. *“It’s a business issue” (:30)*

### **1. “New Learning Experiences” (:25)**

Because infants and young children are primed to learn from birth, the key is to provide a variety of interesting experiences over time. Exposing a child to new things helps the brain strengthen old connections and form new ones. For more ideas about building babies’ brains, visit [Best-Beginnings-Alaska-dot-O-R-G](http://Best-Beginnings-Alaska-dot-O-R-G). Early Learning – it’s everybody’s business. This message brought to you by Best Beginnings and this station.

### **2. “Kindergarten Ready” (:28)**

Getting your child ready for kindergarten begins at birth. Children’s brains develop rapidly between birth and age 6. Encourage that development by engaging your child early through playing, reading, talking, and listening. Your child will be ready to succeed when he enters school. For more about helping your child succeed in school and in life, visit [Best-Beginnings-Alaska-dot-O-R-G](http://Best-Beginnings-Alaska-dot-O-R-G). Early Learning – it’s everybody’s business. This message brought to you by Best Beginnings and this station.

*(more)*

3350 Commercial Drive, Suite 104A • Anchorage, Alaska 99501  
t. 907.297.3300 • f. 907.297.3304 • [BestBeginningsAlaska.org](http://BestBeginningsAlaska.org)

*Best Beginnings* is a public-private partnership that mobilizes people and resources to ensure all Alaska children begin school ready to succeed.

### **3. “Early Childhood Education and Economy” (:30)**

Many factors affect the economy. But an important one often overlooked is early childhood learning. Research shows for every dollar invested in a child’s success early on we save much more down the road – with lower crime, higher education and more productivity. It translates into a stronger economy... and an excellent return on investment. To learn more, visit [Best-Beginnings-Alaska-dot-O-R-G](http://Best-Beginnings-Alaska-dot-O-R-G). Early Learning – it’s everybody’s business. This message brought to you by Best Beginnings and this station.

### **4. “Imagination Library” (:26)**

Books for kids. A book a month, from birth to age 5. It’s as simple as that. Best Beginnings is working to bring Dolly Parton’s Imagination Library to more kids in more Alaska communities. You can help. Support Imagination Library in your community – or help us take it all over the state. For more information, go to [Best-Beginnings-Alaska-dot-O-R-G](http://Best-Beginnings-Alaska-dot-O-R-G). Early learning – it’s everybody’s business. This message brought to you by Best Beginnings and this station.

### **5. “It’s a business issue” (:30)**

You hear that early learning is a business issue. Here’s how. When babies and young children grow up with plenty of positive, high quality learning experiences, they’re much more likely to become productive, contributing members of society. That’s important to the business world, which depends on skilled and educated employees to succeed. For more about the business connection, go to [Best-Beginnings-Alaska-dot-O-R-G](http://Best-Beginnings-Alaska-dot-O-R-G). Early learning – it’s everybody’s business. This message brought to you by Best Beginnings and this station.