



# BEST BEGINNINGS

## Alaska's Early Childhood Investment

For Immediate Release  
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### Public Service Announcements

1. (:34) *"Babies are Wired to Learn"*
2. (:28) *"Take a Vacation"*
3. (:31) *"Early Learning A Smart Economic Investment"*
4. (:31) *"Early Learning is Everybody's Business"*
5. (:29) *"Play is Children's Work"*

1. *"Babies are Wired to Learn"*

Babies are wired to learn. You encourage critical thinking in your newborn by simply shaking a rattle on either side of her head and then praising her as she searches for the noise with her eyes. When you engage your child through talk, touch and play, you help create brain connections that lay the foundation for a successful life. For more ideas about creating a best beginning for your child, 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. *"Take a Vacation"*

Need a vacation? Take one with your preschooler. Plan an imaginary trip with her. Ask her how you would get there, what you would bring, and what you would do once you arrived. This play helps her understand cause and effect. For more early learning activities, available in English and Spanish, 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."

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

3. *“Early Learning A Smart Economic Investment”*

There’s a reason why early education is rising in the public and political consciousness. Research shows that investments in quality early learning can help to better prepare our future workforce, lower crime rates and reduce welfare dependence. Economists agree that it’s one of the smartest investments we can make. For more ideas about smart investments, 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. *“Early Learning is Everybody’s Business”*

Whether you have young children or not, their learning experiences are your business. That’s because what kids learn from birth to age five has a huge impact on all of us down the road. Quality early learning experiences give a child the best beginning to grow into a healthy and prosperous individual who can contribute to society. For more on early learning, 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.

5. *“Play is Children’s Work“*

It’s been said that “play” is the “work” of children. Fun and games give children opportunities to explore their world, interact with others and express themselves. So play with your child every day, especially outdoors during our beautiful Alaskan summers, to help develop his complex motor and social skills. For tips on brain-building activities, 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.”

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