

**CANADIAN BUSINESS, EXPERTS AND COMMUNITY CONVERGE:
CANADA'S FUTURE DEPENDS ON ITS CHILDREN**
*Canadian Mothercraft Society hosts expert panel,
presents Bill Bosworth Memorial Award*

JUNE 20, 2019, TORONTO – We know that for every \$1 invested in children, \$6 is returned in economic gains.* We also know that critical brain development in children happens before the age of five. Finally, we know that investing in human capital is crucial to the success of Canada's future. International agencies from Oxfam to UNICEF have come out in 2019 with calls for specific, dedicated government investment in kids.

“For almost 90 years, Mothercraft's mission has been to support young children and their families to optimize development. Engaging in a conversation with our partners in the business community is an important part of that work. It is our hope that it will prompt further discussion and influence investment and policy-making in this crucial area” - President of the Mothercraft Board, Shawn Adams.

Canadian Mothercraft Society is hosting the business community and experts in child development for a focused discussion about why early childhood matters.

When: Monday, June 24th, 2019 – 5:30pm to 7:30pm

Where: EY Canada offices, 100 Adelaide Street West, 40th floor

Four panelists will offer their expertise and discuss the need for urgent action:

Scott McCain, President of JSM Capital says, “The research is indisputable and the game changer is early childhood experiences and access to quality early childhood education. What is vital to Canadian businesses and the economy is how we invest in the future.”

Karen Gray, Interim General Manager, Toronto Children's Services says, “As the service system manager for Canada's largest city, we know how important early childhood is and the difference access to quality programs and services for kids can make, particularly for children whose families experience economic and social inequity.”

Mark MacDonald, Lead Partner, Government & Public Sector (Ontario), EY Canada says, “As it is critical to the success of our future workforce, Canada needs to be looking at how we approach the early years. The double dividend of supporting children while getting their parents back into the workforce cannot be denied.”

Paediatrician Dr Malini Dave says, “Early education opportunities are crucial to brain development and overall health outcomes for children. Play-based learning

has a profound impact in the early years when children are developing language, social, literacy, numeracy and problem solving skills, as well as self-regulation and confidence. These crucial skills impact health and well-being throughout the lifespan.”

A multi-service, non-profit dedicated to children and families, Mothercraft is extending its program work to engage corporate Canada, policy makers, experts and influencers in this critical discussion. Modelled on the *Council for a Strong America's Ready Nation* work in the US, approximately 100 leaders in business, government, academia, policy, early childhood and family service will converge. Participants will hear from **Scott McCain** on the social and economic benefits of early childhood education. A panel discussion will follow, along with the biennial presentation of Mothercraft's Bill Bosworth Memorial Award, recognizing outstanding leadership in the child and family services sector.

**Conference Board of Canada Report, 2017*

Additional Information:

Canadian Mothercraft Society

<http://www.mothercraft.ca/>

About the Bill Bosworth Memorial Award

<http://www.mothercraft.ca/index.php?q=bb-award>

The Margaret & Wallace McCain Family Foundation

<http://mwmccain.ca/>

For more information & accreditation, please contact:

Deb McCain Communications

416-402-5681

deb@debmccain.com