



Early Years Investment in Children Key to Canada's Future

Top Economist joins The Hon Margaret McCain & Fredericton Chamber on economic growth and early childhood education

SEPTEMBER 18, 2019 – Fredericton, New Brunswick – Economic opportunity in the Atlantic region is growing, yet challenges in attracting and retaining people in the short-term and ensuring a future workforce with the necessary skills for secure employment remain. A growing number of economists agree that early childhood education has multiple benefits for society and the economy.

The [Fredericton Chamber of Commerce](#), in conjunction with the [Margaret & Wallace McCain Family Foundation](#), (MWMFF) will be hosting a breakfast event to discuss the importance of early childhood education and how it creates the foundation for a fair and productive society.

Craig Alexander, Chief Economist at Deloitte Canada will present his landmark report, *Ready for Life: A Socio-Economic Analysis of Early Childhood Education and Care*, developed under his leadership at The Conference Board of Canada. The Report finds:

- Early childhood education reduces income inequality in the short term through increased maternal labour participation, and in the long term through children's enhanced skills
- Duration and quality of early childhood education matters – children benefit from two or three years prior to formal schooling
- The costs of the program are out weighed by the benefits

Karen Grant will welcome the panel and guests. Karen is committed to helping improve the business conditions in the Fredericton area and building the Chamber's vision of a stronger community through business prosperity.

Scott McCain will open the discussion with why Atlantic Canada's business leaders should champion early childhood education.

The Hon Margaret Norrie McCain has long-advocated for social policies that prioritize investment in Canada's children, particularly in the early years. Ahead of the 2020 release of [Early Years Study 4](#), Margaret McCain will close the discussion with how early childhood education is a game-changer, and how the MWMFF has supported research and successful early childhood education pilot programs across Canada.

Where: **Delta Fredericton**, Grand Ballroom AB, 225 Woodstock Road, Fredericton

When: **Friday, September 27th, 2019**
8:00 a.m. to 9:15 a.m.,
Registration begins at 7:30 a.m.
Register [here](#)
MEDIA WELCOME

Who: **Craig Alexander, Partner & Chief Economist, Deloitte Canada**

- On his breakthrough study: Ready for Life: Socio-Economic Analysis of Early Childhood Education and Care

The Honourable Margaret Norrie McCain

- On the upcoming [Early Years Study 4](#) and why early education is a must for all of Canada's children.

Scott McCain, Margaret & Wallace McCain Family Foundation

- On why business leaders in Atlantic Canada should champion Early Education and Care
- Karen Grant, Board of Director's President, Fredericton Chamber of Commerce**

For more information & accreditation, please contact:

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About Craig Alexander:

Craig Alexander is the first Chief Economist at Deloitte Canada. Craig has over 20 years of experience in the private sector as a senior executive and leading economist in applied economics, forecasting and public policy. He has previously held positions as Chief Economist at TD Bank Financial Group and Vice President Economic Analysis at C.D. Howe Institute. Most recently, Craig served as Senior Vice-President and Chief Economist at The Conference Board of Canada, producing macroeconomic forecasts for the Canadian national economy as well as provinces, territories, cities and industries. Craig is a passionate public speaker on economic and public policy issues. Craig holds a graduate degree in Economics from the University of Toronto.