



Because we're stronger together

FOR IMMEDIATE RELEASE

For more information contact:

Donna M. Butts, Executive Director, Generations United

202/289-3979 or [dbutts@gu.org](mailto:dbutts@gu.org)

Claire Wilker, Campaign Manager, Generations United

202/289-3979 or [cwilker@gu.org](mailto:cwilker@gu.org)

### **Generations United Brings Seniors4Kids to New York**

August 15, 2007 (Washington, D.C.) – Generations United (GU) has announced it is expanding the successful Seniors4Kids civic engagement initiative to New York, joining with Winning Beginnings NY to enlist age 50+ adults to promote access to high quality pre-Kindergarten for all three- and four-year olds. Generations United is expanding the program, already in place in Ohio and Florida, thanks to a \$225,000 grant from The Pew Charitable Trusts.

Seniors4Kids ([www.seniors4kids.org](http://www.seniors4kids.org)) bridges the generations by engaging age 50+ adult voters, or ELDER Captains – *Energetic Leaders Demanding Education & Results*, to coordinate the advocacy efforts of other seniors in their local communities. Recruiting from among friends and family, civic groups, and retired professionals, captains make themselves visible and heard, encouraging policymakers to develop and implement high quality pre-K programs.

“Older adults care passionately about kids, whether it’s their grandchildren or their neighbor’s grandchildren,” said Donna Butts, executive director of Generations United. “Seniors4Kids gives seniors a chance to get active and get engaged. We at Generations United are honored for this opportunity to work with Pew on such an important initiative.”

Winning Beginnings NY is a coalition of 60 plus advocates from across New York state that is co convened by the Schuyler Center for Analysis and Advocacy, Child Care, Inc., the New York State Child Care Coordinating Council, and the New York State Association for the Education of Young Children. Its goal is to expand the support for high quality early care and education for all of New York States youngest learners.

“WBNY believes that strategic work on a two generation strategy will strengthen the state’s commitment to invest in young children,” said Nancy Kolben, executive director for Winning Beginning NY.

“Generations United provides an important opportunity for older Americans to join with others in making investment in early care and education a priority.”

###

Winning Beginning NY ([www.winningbeginningny.org](http://www.winningbeginningny.org)) is a statewide coalition working to inform policy-makers and the public about the many benefits of early care and learning to children, families and society. The coalition aims to build a broad-based constituency to make investment in quality early care and education a top public priority in New York State.

Generations United ([www.gu.org](http://www.gu.org)) is the only national membership organization focused solely on improving the lives of children, youth, and older people through intergenerational strategies, programs, and public policies. GU represents more than 100 national, state, and local organizations and individuals representing more than 70 million Americans. Since 1986, GU has served as a resource for educating policymakers and the public about the economic, social, and personal imperatives of intergenerational cooperation. GU acts as a catalyst for stimulating collaboration between aging, children, and youth organizations providing a forum to explore areas of common ground while celebrating the richness of each generation.