



Wisconsin Early  
Childhood Association

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## FOR IMMEDIATE RELEASE

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## WECA Applauds Governor's Child Care Priorities in State of the State

MADISON, WIS. – Wisconsin Early Childhood Association appreciates Gov. Tony Evers' significant focus on child care in the State of the State address earlier this week.

WECA applauds 2025 being declared the Year of the Kid, especially with the state's child care challenges remaining prevalent and pressing.

"We applaud the ongoing spotlight being shined on child care and what's best for young children and families," said WECA Executive Director Ruth Schmidt. "We agree there must be a significant state investment of revenue – particularly the \$480 million over the 2025-27 biennium for the Child Care Counts Program. When early care and education is supported, all Wisconsin communities are supported as well."

WECA also appreciates the governor's acknowledgement that child care must be supported to ensure the economic vitality of the state and a foundation for working families to thrive.

"Now the work begins to move beyond acknowledgment to action," said WECA Director of Engagement and Community Outreach Julie Stoffel. "Together, we can build an ecosystem where child care is recognized as essential infrastructure for Wisconsin's economic vitality and the well-being of our families."

"A significant investment in early care and education will help meet the needs of every community in Wisconsin."

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### About Wisconsin Early Childhood Association (WECA)

WECA is a leading state non-profit organization, founded in 1971, that supports and advocates for the early childhood workforce and early care and education in Wisconsin. It is the state affiliate of National Association for the Education of Young Children (NAEYC). A statewide organization with local reach, WECA administers and leads several key programs for child care providers and programs.