



United Way  
Manitowoc County, Inc.

FOR IMMEDIATE RELEASE

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Early Childhood Care & Education Consortium of Manitowoc County to introduce an innovative Early Childhood Care Benefit on April 4

**Manitowoc, Wisconsin (March 29, 2022)** The Early Childhood Care & Education Consortium of Manitowoc County is introducing an innovative Early Childhood Care Benefit on Monday, April 4 at 10:00am via Zoom.

This new and forward-thinking benefit is a community workforce development initiative for Manitowoc County employers that will:

- engage more adults in the workforce
- expand early childhood care capacity
- create a healthy future labor force
- help families thrive

The benefit was designed to address childcare as a barrier to employment, assist employers with attraction and retention, increase the capacity of childcare providers, and support school readiness.

As an early adopter of the program, Sachin Shivaram, CEO of Wisconsin Aluminum Foundry will join Ashley Bender, Executive Director of United Way Manitowoc County and members of the Consortium to introduce the benefit and how it works.

All Manitowoc County employers are invited to register today to join the conversation on April 4: <https://bit.ly/3iNCGEq>.

The Early Childhood Care & Education Consortium of Manitowoc County is comprised of community leaders who are committed to addressing the early childhood care crisis through forward-thinking, sustainable and collaborative community solutions.

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**United Way Manitowoc County:** United Way Manitowoc County envisions a community where all people achieve their human potential. United Way's mission is to improve lives by mobilizing the caring power of others throughout Manitowoc County. For additional information, visit [www.unitedwaymanitowoccounty.org](http://www.unitedwaymanitowoccounty.org) or call (920) 682-8888.