



United Way  
Manitowoc County, Inc.

FOR IMMEDIATE RELEASE

Contact:

Courtney Hansen, Community Engagement Manager

[courtney@unitedwaymanitowoccounty.org](mailto:courtney@unitedwaymanitowoccounty.org)

920-682-8888

United Way Manitowoc County Hosts Event to Highlight Why Early Childhood Care and Education is No Small Matter

**Manitowoc, Wisconsin (August 6, 2021)** United Way Manitowoc County is hosting an event to highlight why early childcare and education is no small matter on Tuesday, August 24 from 5:30 to 7:30 pm at the University of Wisconsin-Green Bay Manitowoc campus theatre.

United Way will be showing *No Small Matter*, the first feature documentary to explore the most overlooked, underestimated and powerful force for good today: early childhood care and education. Through poignant stories and surprising humor, attendees will learn more about the power of high quality early childhood care and education, the importance of the first five years of life, and how a failure to act results in an everyday crisis for families and a slow-motion catastrophe for both our social and economic well-being.

“Our 2020 ALICE Report found that the annual childcare costs throughout Wisconsin for an infant are greater than annual tuition at an in-state public 4-year university. In Manitowoc County, the minimum monthly cost of childcare for a family with an infant and toddler is \$1,079 a month and \$12,948 a year,” said Ashley Bender, United Way Manitowoc County Executive Director. “We’re also facing a historic low in childcare employees, which as a result is crippling the workforce. This data shows that early childhood care and education really is no small matter.”

Following the documentary screening, a panel of caregivers, educators, parents and advocates will dive further into the topic on a local and state level. There will be time for Q & A from the audience.

This event is a great opportunity for business leaders, local and state government officials, schools, parents and caregivers, nonprofit organizations, libraries, and childcare providers. You can register for this free event on [Eventbrite](#).

Please contact United Way Manitowoc County at (920) 682-8888 or [info@unitedwaymanitowoccounty.org](mailto:info@unitedwaymanitowoccounty.org) with any questions.

**United Way Manitowoc County:** United Way Manitowoc County envisions a community where all people achieve their human potential through education, financial

well-being, and healthy lives. We accomplish this through volunteer and resource development, partnership building, and advocacy. United Way Manitowoc County is part of United Way Worldwide, a network of more than 1,800 communities working together to improve lives by mobilizing the caring power of people. For additional information, visit [www.unitedwaymanitowocounty.org](http://www.unitedwaymanitowocounty.org) or call (920) 682-8888.

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