

FOR IMMEDIATE RELEASE

National Baking Company Foundation Launches the Little Leaders programme in Early Childhood Schools Islandwide

August 9, 2016 - In an effort to strengthen their commitment to early childhood education in Jamaica, the National Baking Company Foundation has launched the Little Leaders programme. This initiative which targets children between the ages of three to six years old, was created with the objective of minimizing the disparity in learning of children within this age bracket. The program will support overall literacy and provide a special focus in the areas of Mathematics and Science.

The launch of this programme comes as no surprise as National has been involved in early childhood education for the past four years as a major partner in the Crayons Count initiative. Deika Morrison, founder of Do Good Jamaica conceptualised Crayons Count to support early childhood education in Jamaica. Through a collaborative effort between herself and Butch Hendrickson, the Crayons Count programme was developed and executed for four school years. During that time, Crayons Count provided over 12,000 essential learning kits and over 2,200 teachers were trained during teacher training workshops at registered early childhood institutions islandwide.

Hendrickson noted, "The launch of the Little Leaders programme was inspired by our partnership with Deika and Crayons Count and we will always be supportive of Do Good Jamaica and Deika on future projects. The National Baking Company Foundation wants to expand the efforts being made in early childhood education and do our part to assist in improving our local education system."

The Little Leaders programme will ensure that all institutions registered with the Early Childhood Commission (ECC) will receive learning kits. The contents of these kits help to promote and develop specific skill sets necessary for this pivotal learning stage. Additionally, the programme will feature a mobile classroom named '*Training Wheels*' which will host workshops across the island, led by a full-time education consultant. Through an exciting partnership with The Jamaica Observer, parents can look forward to a weekly activity page which will allow them to work alongside their children outside of school hours.

The Little Leaders programme will begin this September with the distribution of its learning kits to over 2500 registered institutions islandwide.

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ABOUT NATIONAL BAKING COMPANY FOUNDATION

The National Baking Company Foundation was launched in August 2015 to further strengthen the company's philanthropic efforts. The Foundation supports numerous organisations including Laws Street Trade Training Centre, Mustard Seed Communities, Food For The Poor, St. Patrick's Foundation and Union Gardens Basic School.

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