



NEWS RELEASE

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PNC FOUNDATION AWARDS \$400K GRANT TO SUPPORT 16 FLORIDA EARLY LEARNING COALITIONS TO LAUNCH "ANY TIME IS 3TS TIME" CAMPAIGN

Free, bilingual resources will empower hundreds of parents statewide to advance brain development for children birth to age three

TALLAHASSEE, Fla., July 24, 2020 - The PNC Foundation has awarded a \$400,000 grant to the Florida Association of Early Learning Coalitions, benefiting 16 Early Learning Coalitions across the state to launch the "Any Time is 3Ts Time" campaign. Created by the TMW Center for Early Learning + Public Health at the University of Chicago, the campaign is designed to empower parents with knowledge and skills to foster the early cognitive and socio-emotional development of their infants and toddlers. "Any Time is 3Ts Time" is supported by the PNC Foundation in collaboration with PNC Grow Up Great®, a bilingual \$500 million, multi-year initiative to help prepare children from birth to age 5 for success in school and life. Research shows that the more adults talk and interact with kids right from the start, the stronger kids' brains grow.

With science as the cornerstone, the "Any Time is 3Ts Time" campaign is built on the 3Ts – "Tune In, Talk More and Take Turns" – a simple, yet powerful tool that helps parents make the most of everyday interactions with their young children. As part of this campaign, Early Learning Coalitions throughout Florida will provide print and electronic resources to parents, caregivers and a network of community partners, particularly in underserved neighborhoods. These materials will complement the [3Ts Digital Tool](#), available for free on any smartphone, tablet or computer in English and Spanish.

"We are excited to bring awareness of these high-quality early educational resources to our communities here in Florida," said Chad Loar, PNC regional president for the west & central Florida market. "Built upon the foundation of the TMW Center's proven research, these tools will have a big impact on the children whose families seize this opportunity to enhance their development and early learning experiences."

This 3Ts Digital Tool guides parents through lessons, teaches 3Ts strategies, and features videos of parents using the 3Ts in everyday settings. Through completion of this short online program, parents develop critical knowledge and actionable skills.

“This important relationship brings business and education leaders together to support families in their endeavor to raise strong, confident children,” said Erin Smeltzer, AELC executive director. “We are so thankful to the PNC Foundation for investing in Florida’s families and young children at a time that lays the foundation for their future success.”

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group, actively supports organizations that provide services for the benefit of communities in which it has a significant presence. The foundation focuses its philanthropic mission on early childhood education and community and economic development, which includes the arts and culture. Through Grow Up Great, its signature cause that began in 2004, PNC has created a bilingual \$500 million, multi-year initiative to help prepare children from birth to age 5 for success in school and life. For more information, visit <http://www.pncgrowupgreat.com>.

The Association of Early Learning Coalitions (AELC) is an organization comprised of 30 early learning coalitions throughout the State of Florida. The AELC supports the role of the early learning coalitions as they collaborate with providers to develop and administer comprehensive early childhood programs that prepare young children to succeed in school and in life. Each early learning coalition is dedicated to ensuring ALL Florida’s children have access to high-quality early learning experiences. For more information about your local early learning coalition and their participation in the 3T’s campaign, visit <http://aelcfl.org/#COALITIONS>.

The TMW Center for Early Learning + Public Health develops, tests, and disseminates evidence-based, parent- and caregiver-directed interventions that promote children's cognitive, language, and social-emotional development. Through its outreach, the Center aims to influence the broader fields of health, education, and social services with a preventive, evidence-driven approach that focuses on the importance of the first three years of life. Learn more at www.tmwcenter.uchicago.edu.

