



NEW MEXICO

Early Childhood

Education & Care Department

FOR IMMEDIATE RELEASE

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Early Childhood Education and Care Department launches statewide billboard campaign advertising free child care for qualifying New Mexican families

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SANTA FE, NM – Today, the New Mexico Early Childhood Education and Care Department (ECECD) launched a statewide billboard advertising initiative to boost enrollment in its child care assistance programs and help provide relief to families in need of services. Currently, more than one-in-three New Mexican families qualify for free or reduced child care services through ECECD's child care assistance programs. In consideration of the financial strain that the pandemic has placed on New Mexico's working families, ECECD has also waived the child care assistance copays usually covered by those same working families through July 2022.

"As our economy continues to reopen safely, and thousands of New Mexican parents return to work and school, we stand ready to support families as they seek access to high quality child care in their communities," said ECECD Secretary Elizabeth Groginsky. "We know at least a third of families in our state qualify for free or reduced child care and we want to make sure child care assistance is available to every New Mexican who needs it."

The billboard campaign targets primarily rural parts of the state that have historically had a harder time accessing child care and child care assistance. The billboards will be installed:

- April 5 – Truth or Consequences, Gallup, and Roswell
- April 12 – Las Cruces and Farmington
- April 19 – Lordsburg, Socorro, and Belen

Families interested in seeking child care assistance through ECECD can apply through the state’s “Am I Eligible?” portal at www.eligibility.ececd.state.nm.us, call (505) 827-7499 or 1-800-832-1321, or send an email to ececd-ecs-customerservice@state.nm.us

The billboards are part of “Moments Together,” an ongoing campaign sponsored by ECECD to equip parents and caregivers of children with information and resources to set a strong foundation during the crucial early years of life. The Moments Together campaign is conducted in partnership with New Mexico PBS, United Way of Central New Mexico, and the UNM Family Development Program. Learn more at www.momentsnm.org.

A copy of the billboard design is available below:



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