



July 14th, 2025

Re: 25th Annual Child Care Worker and Early Childhood Educator Appreciation Day, October 21, 2025

To Ontario mayors and councils,

We are writing to ask that you and your council proclaim and participate in Child Care Worker & Early Childhood Educator Appreciation Day on Tuesday, October 21, 2025. This day recognizes the commitment, skills and hard work of Early Childhood Educators (ECEs) and staff who work with young children. Each year, the day is proclaimed by the Ontario Coalition for Better Child Care (OCBCC), the Canadian Union of Public Employees (CUPE), municipalities and school boards across Ontario, and is marked by hundreds of child care centres, unions, and allies.

This year's Child Care Worker and Early Childhood Educator Appreciation Day theme **Care Counts**, to centre the importance of care in early learning and child care and the pride that ECEs and child care workers feel in their work. There is no education without care. "Care Counts" also speaks to the need to value and remunerate those doing care work better.

We will be sharing these messages on Appreciation Day and we **need your help to make it happen by making an official proclamation.**

If your council does not issue official proclamations, there are many alternative ways for your municipality to participate in celebrating this important day:

- Organize a public announcement;
- Raise a purple flag or organize a purple light display;
- Display our posters and distribute our buttons; and
- Organize events and contests for the day or have councilors or the mayor participate in events hosted by child care centres.

A sample proclamation to recognize this important day is attached.

We would love to acknowledge municipalities who choose to celebrate child care workers and ECEs across Ontario on October 21, 2025. Please let us know how your municipality is participating in the appreciation day and we will add you to our list of proclamations and celebrations.

Please direct any correspondence on proclamations and/or celebration activities to the attention of Carolyn Ferns, by mail: Ontario Coalition for Better Child Care, PO Box 73034 Wood Street PO Toronto, ON M4Y 2W5, or by email at: carolyn@childcareontario.org.

Thank you for your consideration.

A handwritten signature in blue ink that reads 'Christa O'Connor'.

Christa O'Connor
President, OCBCC

A handwritten signature in black ink that reads 'Fred Hahn'.

Fred Hahn
President, CUPE Ontario Division