



**FOR IMMEDIATE RELEASE: September 8, 2014**

**NCAeYC 61<sup>st</sup> Annual Statewide Conference for Early Educators with PlayDaze Parade to SPARKcon**

*Raleigh, North Carolina* – The North Carolina Association for the Education of Young Children (NCAeYC) will hold its 61<sup>st</sup> Annual Conference at the Raleigh Convention Center, September 11-13.

With over 1100 attendees from across the state and over 100 presenters from across the country, NCAeYC's Annual Conference is one of the primary ways that NCAeYC promotes and inspires excellence in early care and education. This year's Conference theme, "Promoting PLAY: Powerful Learning Across the Years", emphasizes the critical importance of play in children's lives and learning.

This three-day professional development experience culminates at 1:40 pm on Saturday, September 13 with our "PlayDaze Parade". Starting at the Raleigh Convention Center, conference attendees will "March with a Message" over to the "Be Active Kids® PlayMobile" on the corner of Salisbury and Hargett streets. The PlayMobile is a portable storage unit filled with miscellaneous recyclables, various loose parts, and traditional playground equipment that encourage physical activity, creativity, and learning through play. NCAeYC and Be Active Kids are partnering to bring the PlayMobile to Raleigh to deliver "PLAYspark" as a part of "SPARKcon", Raleigh's annual Festival of Creativity that fills the downtown streets with activities, performances and displays of fun, music, imagination and innovation. The public is invited to join our PLAYspark on Saturday, September 13 from 11:00 am – 4:00 pm at the corner of Salisbury and Hargett streets.

As the state affiliate for the National Association for the Education of Young Children (NAEYC), NCAeYC is the oldest and largest membership association in North Carolina for professionals who work with or on behalf of young children from birth through age eight. With over 2000 members, NCAeYC works to promote and inspire excellence in early care and education in three ways: they educate, advocate and motivate. NCAeYC is proud to be the home of Be Active Kids®, a signature program of Blue Cross Blue Shield of North Carolina Foundation. Be Active Kids focuses on providing physical activity related support and resources to individuals caring for young children in North Carolina. Be Active Kids utilizes a developmentally appropriate curricula and various training modules to increase physical activity of both children and adults in early childhood settings.

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