

MEDIA ADVISORY

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David Brooks to tout economic importance of early childhood investments at Ounce of Prevention Fund Luncheon

WHAT

New York Times Op-Ed columnist David Brooks will speak on April 30 at the Ounce of Prevention Fund's Annual Luncheon, "It's Good Business to Invest in Young Children."

More than 650 Chicago business and community leaders will gather to hear Brooks discuss how investing in at-risk children from birth to age 5 is critically needed to boost the economy and pay dividends to society through increased high school graduation rates, higher college enrollment, and a more productive workforce. Brooks has written extensively in the *New York Times* about the importance of giving every child the chance to succeed through early childhood education.

The Ounce has worked for more than 25 years to develop early childhood programs for at-risk children and to advocate for federal and state investments in effective programs. The Ounce's Educare Center has become a nationally recognized model of high-quality care for infants, toddlers, and preschoolers.

WHO

Keynote speaker: David Brooks, *New York Times* Op-Ed Columnist

WHEN

Thursday, April 30

Luncheon: 11:30 a.m. – 1:30 p.m.

David Brooks will speak at 12:40 p.m.

WHERE

Hyatt Regency Chicago, West Tower, Crystal Ballroom
151 East Wacker Drive, Chicago

The Ounce of Prevention Fund invests in the healthy development of at-risk infants, toddlers, preschoolers and their families. We use an innovative cycle of family-focused programs, research, training, policy analysis and advocacy to help young children succeed in school and throughout life.

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