

FREE STATE SOCIO-ECONOMIC DEVELOPMENT BREAKFAST MEETING



MEDIA ADVISORY

22 October 2014

The Local Government Business Network (LGBN) on behalf of the National Development Agency and the Department of Social Development – Free State, will be hosting the Free State Provincial Socio-Economic Development Breakfast 2014. This high-level information-sharing breakfast meeting will launch an **“Adopt-an-ECD”** Provincial Campaign and further provide an opportunity for both public and the private sector to assess and contribute to the impact of Early Childhood Development (ECD) Education in South Africa.

The purpose of the **“Adopt an ECD Campaign”** is to facilitate, advocate and lobby for expanded access to provision of ECD in poor communities. The campaign is premised on the assumption that South Africa commands sufficient resources to meet current and future needs of learners in the ECD sector. Therefore, improved access to ECD can create a solid foundation for development, lifelong learning and mitigate vulnerability to structural poverty.

The primary objectives of the campaign are the following:

1. To mobilise government, the private sector, local and international donors to increase resource flows to the ECD sector.
2. To identify and profile ECD sites in pre-determined poor communities to access financial and non-financial resources to improve the overall quality of ECD provision.

Members of the media are therefore invited to the Free State Provincial Socio-Economic Development Breakfast where **Honourable MEC Sisi Ntombela, Department of Social Development** will be addressing role players from national, provincial and local government, business, industry and other partners.

The breakfast is arranged as follows:

Date: 23 October 2014

Venue: Windmill Casino, Bloemfontein

Time: 08h00

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