

## MEDIA ADVISORY

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Contact: Reena Kankaria, Communications Associate

202.469.7821

[Rkankaria@ced.org](mailto:Rkankaria@ced.org)

**FOR IMMEDIATE RELEASE**

### *Investing in Young Children: A Call to Action for Business Leaders*

Tomorrow, November 15, the Committee for Economic Development of The Conference Board (CED) will call on business leaders to invest in state and community initiatives to increase the access and quality of early learning at CED's signature Fall Policy Conference at the Willard InterContinental Hotel in Washington, D.C.

**What:** *Investing in Young Children: A Call to Action for Business Leaders* will build momentum to commit to activating community partnerships that will result in high quality early education.

**When:** November 15, 2017; 12:50 p.m.

**Where:** The Willard Room, The Willard InterContinental Hotel; 1401 Pennsylvania Ave NW, Washington, D.C., 20004

**Who:** **Jeffrey Dunn**, President and CEO, Sesame Workshop; **Deborah Phillips**, Vice Dean of Faculty and Professor of Psychology, Georgetown University; and **Larry Jensen**, President and CEO, Cushman and Wakefield/Commercial Advisors

**Why:** Every dollar spent on high-quality, birth-to-five programs for disadvantaged children delivers a 13% annual return on investment. Business leaders can help improve the quality of early learning in America by getting engaged and involved in their communities.

Please RSVP to Reena