

Nova Scotia child care centres on virtual strike ^[1]

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EXCERPTS:

HALIFAX, NOVA SCOTIA--(Marketwire - May 1, 2012) - What would you do if your childcare centre went on strike? Many parents were faced with that question this morning when they arrived at their licensed child care centre in Nova Scotia.

This morning, Tuesday, May 1, members of the Nova Scotia Child Care Association (NSCCA) staged a virtual strike by greeting parents with a hypothetical "what if your child care centre went on strike" scenario. It is hoped that this event, which occurred on Worthy Wage Day, has made communities across Nova Scotia more aware of the importance of early learning and child care and that now is the time to invest in Nova Scotia's future.

Worthy Wage Day is an international event which occurs each May 1st to raise public awareness and recognition of the role Early Childhood Education Professionals have in educating children during the most crucial developmental stage of life. This year, NSCCA encouraged all child care centres in Nova Scotia to participate in a virtual strike to mark the occasion.

NSCCA has participated in Worthy Wage Day for the past three years. The organization strives to ensure that all Early Childhood Education Professionals receive wages that their education, training, and experiences merit.

NSCCA is a non-profit organization that recognizes child care practitioners are the main ingredient in high quality child care and provide a valuable service to society. The organization is committed to improving standards and guidelines for the profession increasing the quality of child care. NSCCA is dedicated to increasing the recognition of the important role of child care practitioners in providing quality child care to our children.

For more information on NSCCA and Worthy Wage Day please visit:

<http://www.nschildcareassociation.org/> ^[2]

Region: Nova Scotia ^[3]

Tags: staff ^[4]

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[1] <https://childcarecanada.org/documents/child-care-news/12/05/nova-scotia-child-care-centres-virtual-strike> [2] <http://www.nschildcareassociation.org/>

[3] <https://childcarecanada.org/taxonomy/term/7853> [4] <https://childcarecanada.org/category/tags/staff>