



*March 2nd, 2026
For immediate release*

Large coalition launches campaign to defend and strengthen Canada’s \$10aDay Child Care program

A broad coalition of organizations, parents and child care providers launched a [national campaign](#) today calling on Canada’s governments to keep their child care promises.

Five years ago, the federal government promised \$10aDay child care to families across Canada — but today, affordable child care is now at risk, due to a major gap in government investment. Canada’s economy relies heavily on affordable child care, which allows parents, particularly women, to return to the workforce and afford to take care of their families in a cost of living crisis.

“All of the ambitious economic plans for Canada cannot be realized if parents do not have access to child care. If the federal government breaks their \$10aDay child care promise, both the economy and families will struggle. Without increased federal investment in child care, parent fees will rise, wait lists will get longer, and the child care sector will be thrown back into turmoil,” said Morna Ballantyne, Executive Director of Child Care Now.

The child care campaign supported by more than 200 organizations includes public education on the issue and coordinated advocacy actions to convince the federal government to address the shortage of affordable quality child care programs when it delivers the Spring economic update and the 2026 federal budget next fall.

-30-

For more information:
Morna Ballantyne, Executive Director, Child Care Now
morna.ballantyne@childcarenow.ca
613 791-3411