



# News Release

**FOR IMMEDIATE RELEASE**

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## Wake County SmartStart Announces New Director of Community Relations

RALEIGH, N.C. – Wake County SmartStart announced today that Phyllis Barbour has joined the organization to expand support and awareness for Wake County SmartStart and Early Childhood Education. Phyllis comes with substantial experience in building partnerships in the community, having spent ten years in a congressional office where she did strategic planning on a number of outreach initiatives. Previous work includes marketing and advertising efforts in the business and non-profit sectors.

Phyllis's role will focus on developing relationships in the business community that underscore the tie between early childhood services and economic prosperity in the community. Additionally, she will expand awareness of Wake County SmartStart's work to improve the lives of young children, birth to age five. "I am excited to join the SmartStart team and further develop our identity in the community. SmartStart's work to advance a child's potential in life directly enhances the viability of our prosperity on multiple levels. My love for children will fuel and energize my commitment to the SmartStart mission."

Pam Dowdy, Executive Director for Wake County SmartStart said "Our research is solid on the benefits of early childhood education and its impact on both a child's well-being and economic development in the community. Phyllis will expand the reach of our message to stakeholders that are depending on our future labor force to be smarter, able and ready. Her commitment to children matches ours, and will resonate throughout her work in the community."

### About Wake County SmartStart

At Wake County SmartStart, we are working to ensure Wake County children, birth to five, are successful in school and in life. As a community, we only have 2,000 days between the time a baby is born and when that child shows for the first day of kindergarten. We believe early childhood investments are essential to our future prosperity and invite you to join us in our mission and work. Together, we can make a tremendous impact! To learn more about how the program directly impacts children, visit [www.wakesmartstart.org](http://www.wakesmartstart.org).