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Company Supports Week of the Young Child with Donation

Early childhood teachers to benefit from funds

BREMERTON, WA (March 29, 2006) – Saltwater Zapf Co. today announced its support of the annual celebration, Week of the Young Child, sponsored by the National Association for the Education of Young Children (NAEYC). The company has committed to donate twenty five percent of book sale revenue to Educational Training Partners (ETP), a non-profit early childhood training organization. All sales of *Program Full – Your Guide to Successful Childcare Marketing* completed through saltwaterzapf.com during the weeklong event or via mail order and postmarked between April 2nd and April 8, 2006 will be included in the fundraiser.

Week of the Young Child provides opportunities for recognition of the importance and ETP plans to use the donation to fund scholarships for professional development training in this industry. “Teachers and administrators will directly benefit from the generous donation offer made by Saltwater Zapf,” said Amber Havens, Executive Director of ETP. “We are very pleased to have the support of a company that provides quality services to the early learning community.”

ETP’s executive board of directors consists of NAEYC members and the respective affiliates in Washington State, including Pierce, Kitsap, King, and Yakima Counties.

There exist few books such as this one, written to introduce the early learning professional to the various aspects of marketing their program or center. The book retails for \$19.95 and includes a CD with helpful tools for implementing several marketing activities. Purchases can be made online at saltwaterzapf.com or via mail by sending \$22.00 to: Saltwater Zapf Publications, PO Box 915, Bremerton, WA 98337.

Educational Training Partners is a non-profit organization specializing in providing education, support, and guidance to organizations and individuals responsible for childcare. Utilizing contacts and resources within the early childhood and education communities, they provide services relevant to a diverse



population. Their understanding of cultural philosophies and the implementation of anti-bias training techniques help educators, parents, and caregivers acquire the skills and resources necessary to care for the needs of all children. For more information visit <http://www.educationaltrainingpartners.org>

Saltwater Zapf Co. is a marketing and publishing firm based in Bremerton, Washington. The company specializes in serving small business and non-profit organizations in the development and implementation of their marketing plans and the design and production of their materials. Relevant clients include: the Washington Association for the Education of Young Children (WAEYC), Educational Training Partners, the Childhood Matters Conference, Best Beginnings Preschool, Friends Preschool and Daycare, and several others. For more information or to purchase a publication visit the company website at <http://www.saltwaterzapf.com>.

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