



FOR IMMEDIATE RELEASE

Celebrating Childcare Provider Appreciation Day

Kennewick WA - May 8, 2026 - This Provider Appreciation Day®, observed annually on the Friday before Mother's Day, United Way of Benton & Franklin Counties is recognizing the childcare providers who nurture young children, support working families, and help local communities thrive.

Across the country, childcare providers play an essential role in children's early development while making it possible for parents to work and businesses to operate. Provider Appreciation Day® offers an opportunity to celebrate these dedicated professionals and highlight the importance of investing in the childcare system.

"Childcare providers play a critical role in our community," said Jade Elliott, Communications and Special Projects Director at United Way of Benton & Franklin Counties. "Their dedication, compassion, and tireless commitment ensure that children receive the care and guidance they need during their most formative years."

Child Care Resource & Referral (CCR&R) organizations help strengthen the childcare system by supporting both families and providers. Through these organizations, families can find childcare that meets their needs, while providers gain access to training, resources, and technical assistance that help them deliver high-quality care.

In communities across the country, CCR&R organizations support the childcare system by:

- Helping families find childcare that fits their needs
- Providing training and professional development opportunities for providers
- Offering technical assistance to improve program quality
- Connecting families to financial assistance and other resources

Provider Appreciation Day® is also an opportunity to recognize the challenges facing the childcare sector and the need for continued investment in the workforce that supports young children and families.

Across the country, families, organizations, and community leaders are encouraged to show appreciation through simple acts of kindness—thank-you notes, small gifts, or public recognition.

As we celebrate Childcare Provider Appreciation Day®, we reaffirm our commitment to supporting these invaluable professionals through advocacy, resources, and continued investment in early childhood education.

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