

Redleaf Press's parent organization renamed Think Small

FOR IMMEDIATE RELEASE

Saint Paul, Minnesota—January 31, 2012—Redleaf Press's parent company, Resources for Child Caring, announced today that the organization has been renamed and rebranded as Think Small. The new name, coupled with the tagline, "Leaders in Early Learning," communicates the organization's commitment to the education of Minnesota's smallest children.



"Our new name calls on all of us to think big about what we can do to improve early learning for our smallest citizens," said Barb Yates, Think Small's executive director.

Additionally, Think Small has acquired Ready 4 K, an early childhood advocacy nonprofit organization. As a part of Think Small, the organization will continue to be a voice for Minnesota's children, building the foundation for our future through quality early child care and education.

"The acquisition of Ready 4 K will add statewide grassroots organizing capabilities and leadership," said Yates. "Minnesotans in every corner of the state will be hearing a strong, unified early learning voice."

"To take things to the next level for Minnesota's pre-k children, we need to reach out to Minnesotans who traditionally haven't been as involved on this issue," said Todd Otis, director of community partnerships for Think Small and former president of Ready 4 K. "We will be connecting with diverse communities throughout Minnesota to build on the strong momentum that early learning has developed in recent years."

Think Small will continue to do the critical work the organization has traditionally done to support early childhood professionals and families in Minnesota, advancing the early childhood system, and publishing exceptional materials through Redleaf Press.

ABOUT THINK SMALL

Since 1971, Think Small (formerly Resources for Child Caring) has advanced quality care and education of children in their crucial early years. The agency delivers a full range of services to parents, educators, and providers. Learn more: www.thinksmall.org.

ABOUT REDLEAF PRESS

Redleaf Press, established in 1973, is a leading nonprofit publisher of curriculum, management, and business resources for early childhood professionals. Redleaf Press's educational and instructional publications improve the lives of children by strengthening and supporting the teachers, trainers, and families who care for them. Redleaf Press is the publishing division of Think Small. Learn more: www.redleafpress.org

FOR MORE INFORMATION

e-marketing@redleafpress.org
800-423-8309

