

CONTACT: Amy Sutnick Plotch  
[amy@amyplotch.com](mailto:amy@amyplotch.com)  
201-703-4302

### **New Jersey to Launch Statewide Campaign for Quality Afterschool Programs**

New Jersey received a three-year grant from the Charles Stewart Mott Foundation to launch a statewide campaign to promote more effective afterschool programming. The \$225,000 grant -- made to the New Jersey School Age Care Coalition (NJSACC) -- will fund a partnership among parents, business leaders, providers and policymakers to encourage investment in high-quality and sustainable afterschool programs. The New Jersey Department of Education, New Jersey Department of Human Services and New Jersey Department of Children and Families are providing matching grants.

The campaign will build public will to ask for and expect high quality afterschool care. "Great afterschool care benefits everybody; children get interesting and enriching activities; parents get peace of mind; schools get programs that reinforce classroom learning, and businesses get employees who can focus on their jobs because they know their children are in good hands," said Amy Sutnick Plotch, director of the campaign.

The campaign will be developed by a steering committee made up of leaders from public and private organizations. The steering committee will forge new partnerships, develop and disseminate best practices, and lead a public awareness campaign. The campaign will be launched publicly in fall, 2008. For more information, visit [www.njsacc.org/campaign](http://www.njsacc.org/campaign).

\* \* \*

#### **Steering Committee members (in formation)**

Vicky Banach, Corporate Voices  
Terri.Buccarelli, New Jersey Department of Human Services  
Kathy Enerlich, New Jersey Department of Children and Families  
Diane Genco, New Jersey School Age Care Coalition  
Sue Martz, New Jersey Department of Education  
Haydee Perez, New Jersey Department of Education  
Jane Sharp, New Jersey Department of Human Services  
Brooke Stolting, New Jersey Department of Education  
Mark Valli, New Jersey After 3  
Tom Zsiga, New Jersey Association of Child Care Resource and Referral Agencies

## **Campaign Director**

Amy Sutnick Plotch is the director of the statewide campaign. Amy is an expert in strategic communications who helps clients translate complex missions into effective communications plans that promote social issues, launch programs, build awareness and strengthen fundraising. Amy brings wide experience in afterschool programs and youth development. She has designed and implemented public education and communications campaigns for numerous youth development programs including the Center for Educational Equity at the Academy for Educational Development, the Innovation Center for Community and Youth Development, and Open Society Institute's Youth Initiative. She has also served as communications director at Girls Inc. and the New York City Department of Juvenile Justice.