

FOR IMMEDIATE RELEASE

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Blue Ribbon Action Committee on Child Care Co-Chairs Honored with 2024 North Texas Early Childhood Leadership Award

(FORT WORTH, Texas) – Child Care Associates (CCA) proudly awarded the 2024 North Texas Early Childhood Leadership Award to Rose Bradshaw, President and CEO of the North Texas Community Foundation, and Alfreda Norman, former Senior Vice President at the Federal Reserve Bank of Dallas. Both honorees, who serve as co-chairs of the [Blue Ribbon Action Committee on Child Care](#) (BRAC), were celebrated at CCA’s Annual Investors’ Luncheon with a special plaque presentation from Fort Worth Mayor Mattie Parker.

“Rose and Alfreda have been extraordinary leaders in transforming our community’s approach to early childhood education,” said Kara Waddell, President and CEO of Child Care Associates. “Their vision and commitment are shaping a future where children, families, and early educators alike can thrive in North Texas.”

The award recognizes the honorees’ outstanding leadership and dedication to promoting early childhood education in North Texas. Their contributions through the BRAC have been pivotal in seizing significant public investment opportunities, including funds from the American Rescue Plan Act (ARPA), to address urgent issues in child care and early education that were exacerbated by the COVID-19 pandemic.

In response to these challenges, Mayor Parker, Arlington Mayor Jim Ross, and former Tarrant County Judge Glen Whitley launched the Blue Ribbon Action Committee on Child Care. Bradshaw and Norman stepped up as co-chairs, leading a coalition of community leaders, thought leaders, and policy experts who together drove transformative efforts to improve the child care landscape in Tarrant County and beyond. Their collaborative initiatives have yielded notable accomplishments:

- **Expanding Early Learning Facilities:** Through a partnership with Tarrant County, the cities of Fort Worth and Arlington, and Tarrant County College, five new early learning sites are being developed in high-need areas.
- **Innovative Child Care Funding:** The Prime Early Learning pilot program is gaining state and national recognition for stabilizing local child care programs. This initiative introduces a sustainable funding model, positioning our community as a leader in child care funding innovation.
- **Strengthening the Early Educator Workforce:** In collaboration with Texas A&M University, CCA is establishing the Center for the Early Educator in Fort Worth. The Center’s workforce study is analyzing the current early education workforce to ensure a pipeline of qualified educators to meet future demand.

These achievements mark significant strides in strengthening early learning, supporting providers, and empowering families. Together, we’re building a foundation that will serve our community’s youngest learners for years to come.

About Child Care Associates

Child Care Associates (CCA) is one of the largest child development nonprofits in North Texas and has served more than half a million young children over the past 55 years. Through Head Start, Early Head Start, child care, PreK and Child Care Management Services, CCA delivers quality early education programs to children and families of disadvantaged means, offsets the high cost of child care for lower income working families and increases the quality of child care delivered across Tarrant County and North Texas. For more information, visit childcareassociates.org.