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RICOH ARENA COVENTRY

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PRESS RELEASE

Ricoh Arena, Coventry to host newly launched Childcare Expo

Broadway Events is proud to launch the first ever Childcare Expo to be held at the Ricoh Arena, Coventry. Childcare Expo is the national exhibition and networking event for the early years, childcare and nursery sector. The show is held over two days from Tuesday 28th and Wednesday 29th September 2010 and is being sponsored by leading childcare insurance specialists, Morton Michel.

The UK Children's day care nurseries market was worth 3.9 billion * in 2008. Despite the current economic crisis, it still rose by 4% during 2008,* which adds to the exceptional growth that the industry has seen over the last 10 years. (Source Laing and Buisson)

It is part of being a good parent to want what is best for your children. According to the CWDC (Children's Workforce Development Council):

“90% of a child's brain connections will be made by the time they are five.”

The CWDC also say that: **“Learning from birth to the age of five has a significant influence on their future lives.”** This makes it vital that your children gain the best possible start in life by being cared for by highly qualified individuals.

This year 77% of mums were actively looking for a new job after having children. The results were compiled from a survey of 1,677 women in July. * The figures show that during the recession, childcare is still a market that is currently needed, rising and expanding. (* source www.workingmums.co.uk)

Childcare Expo brings together an eclectic mix of suppliers, exhibitors and leading practitioners from the early years sector. Visitors are offered the chance to sample and compare new and innovative products, compare prices and take advantage of exclusive show offers. Some of the products to be

showcased include: insurance services, management systems, fun activities, games, legal services, fitness equipment, teaching aids, training and many more. For a full list of products please visit the website: www.childcareexpo.co.uk.

The event will also host an array of seminars and workshops which will be lead by leading industry specialists who will offer advice and information.

'A Place to Play' is a brand new feature which will offer an unforgettable experience that will awaken all the senses! The concept is a themed based room which gives children the chance to experience and immerse themselves into the surroundings. It's a learning zone in a fun and exciting environment, guaranteed to be a success with children. A Place to Play will be demonstrated at the show and there will be free training packs included which offer ideas and help to recreate your own 'Place to Play'.

Childcare Expo Event Director, Emma Barrett says: **"Childcare Expo will be the number one national exhibition for everyone within the early years sector. The Ricoh Arena is an ideal location as it is only a 2 hour drive for 75% of the population, because of this, we hope to bring in a broad range of visitors and can offer exhibitors the chance to showcase their products to a wide scale audience."**

Childcare Expo has launched an extensive national marketing campaign to gain maximum exposure. The show is being promoted by A-Z Day Nurseries Guide in a full front cover spread and further inserts and adverts will be published in other leading trade publications.

Managing Partner of show sponsor Morton Michel, Jerry Beere, says: **"Morton Michel are delighted to be the main sponsor of the first ever Childcare Expo. What attracted Morton Michel to this newly launched childcare exhibition is its locality, at the very heart of England and it's easily reachable for the vast majority of childcarers. We are also delighted to be working with Broadway Events, who have the experience in organising successful and well run childcare events. We very much look forward to seeing you all there."**

For more information regarding the exhibition, seminars , A Place to Play or for further information please visit www.childcareexpo.co.uk or contact Emma Barrett at Broadway Events: T 01425 838393 E: info@broadway-events.co.uk.