



**NEWS RELEASE**  
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**CONTACT:** Gretchen Wright  
202/371-1999

## **Afterschool Alliance Commends Corporate Voices**

Washington, DC -- Afterschool Alliance Executive Director Judy Y. Samelson today commended Corporate Voices for Working Families for what she called, “a strong, historic and compelling statement on behalf of expanded afterschool opportunities for America’s children.” Samelson’s remarks were in response to Corporate Voices’ release of “After School for All: A Call to Action from the Business Community,” in which the nonpartisan, nonprofit corporate membership organization called on “local, state and federal government entities to work together with the private and nonprofit sectors to build a quality after school system so that all young people have access to quality programs in their communities.”

“Many afterschool programs around the nation benefit greatly from the support of local businesses,” Samelson noted, “and a number of national corporations, including JCPenney, have made long-term commitments to building afterschool. So significant corporate support for afterschool programming is no pipe dream; it’s already a reality. But Corporate Voices’ statement is particularly important because it calls on both the business community and government at all levels to increase their efforts.”

“Such expansion is critical to meeting the pressing demand for afterschool programming across America,” Samelson continued. “Recent research for the Afterschool Alliance found that the parents of more than 15 million children want but do not have access to an afterschool program for their children. That’s more than twice the number of children who are actually in programs right now. So we’re not coming close to meeting the pressing demand for afterschool programs across the country. With the help of Corporate Voices and others, we hope to vastly increase the supply of afterschool opportunities for children.”

*America After 3 PM: A Household Survey on Afterschool in America* is the most in-depth study ever to explore how America’s children spend their afternoons. Released by the Afterschool Alliance in May, it found that just 6.5 million children are in afterschool programs, while the parents of another 15.3 million children say their children would participate if an afterschool program were available. Need is especially high for middle school children. Just six percent of middle schoolers are in afterschool programs, while another 34 percent are unsupervised in the afternoons. *America After 3 PM* was funded by the JCPenney Afterschool Fund. GE Consumer Finance donated the team of experts who analyzed the data. Rothstein-Tauber-Directions for Decisions (RTi-DFD) helped with survey design, data collection and data weighting procedures.

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In May, Corporate Voices for Working Families joined with the Afterschool Alliance in unveiling *Afterschool for All: Project 2010*, a new united national voice in support of afterschool programs. This unprecedented new initiative already has brought together more than 300 powerful groups and national leaders representing more than 20 million Americans who believe that all children and youth should have access to high-quality, safe and enriching afterschool programs by the year 2010.

Samelson also noted that New Hampshire Governor Craig Benson recently challenged business leaders in the state to help raise \$1.5 million for afterschool programs. “This is among the many creative things states and communities are doing to engage the business community,” said Samelson. “Business involvement in afterschool is on the upswing, and we fully expect that the Corporate Voices report will further inspire businesses to rise to the challenge of supporting afterschool in their communities.”

*Corporate Voices for Working Families is a nonpartisan nonprofit corporate membership organization created to bring the private sector voice into the public dialogue on issues affecting working families. Collectively its 46 partner companies employ more than 3.5 million individuals throughout all 50 states, with annual net revenues of \$800 billion. Corporate Voices’ statement is available at <http://www.cvworkingfamilies.org/downloads/After%20School%20Statement.pdf>.*

*The Afterschool Alliance is a nonprofit public awareness and advocacy organization supported by a group of public, private, and nonprofit entities working to ensure that all children and youth have access to afterschool programs by 2010. Information about America After 3 PM is at [http://www.afterschoolalliance.org/press\\_room.cfm](http://www.afterschoolalliance.org/press_room.cfm).*

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