
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

September 27, 2019

Ald. Cavalier Johnson
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Riverworks Coin Laundry's New Read, Play, and Learn Space

The first **Read, Play and Learn** space has opened in the City of Milwaukee in partnership with Riverworks Coin Laundry, which is located at **3334 N. Holton St.** The Read, Play and Learn space was created by The City of Milwaukee's Office of Early Childhood Initiatives, the LaundryCares Foundation, and Too Small to Fail, which is the early childhood initiative of the Clinton Foundation.

Alderman Cavalier Johnson, who was the primary sponsor of the legislation creating the Office of Early Childhood Initiatives and helped open the new center last week, said The Read, Play and Learn center is the first of its kind in the State of Wisconsin, as part of a community-wide effort to meet families where they are.

"The space offers high-quality books and literacy-rich materials to enhance the learning of our children and youth, all while their families and other loved ones can do their laundry at the same location," Alderman Johnson said, noting that other centers are expected to open in Milwaukee in the near future.

The space was created to help bolster childhood literacy as well as to support children's early brain and language development. The space is a part of the "Wash Time is Talk Time" initiative and was launched specifically by Too Small to Fail and the LaundryCares foundation, whose mission is to provide laundry services and education to families at a convenience. Like the Riverworks Coin Laundry location, each of the centers will be located within a city Promise Zone.

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Read, Play and Learn/ADD ONE

Common Council President Ashanti Hamilton, who sponsored legislation creating the Milwaukee Promise Zones initiative, said the centers are beacons of hope for children in the surrounding neighborhood. “Improving childhood literacy through expanded educational opportunities is one of the essential goals of the Milwaukee Promise Zones Initiative. Kudos to Alderman Johnson and Riverworks Development Corporation for bringing this innovative space of learning and family connection to the community,” he said.

The Riverworks location is in the (6th) aldermanic district represented by **Alderman Milele A. Coggs**, who said: “Bringing fun tools for learning and improving childhood literacy to the children is smart, targeted outreach, and I am very grateful to the Office of Early Childhood Initiatives, the LaundryCares Foundation, and Too Small to Fail for bringing this wonderful space to a deserving neighborhood.”

Alderman Johnson urges the community to take full advantage of the Read, Play and Learn space as the space’s benefits will help create a brighter tomorrow for future students in the City of Milwaukee. The Read, Play and Learn space at Riverworks Coin Laundry is open daily from 7 a.m. to 7 p.m.

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