

EARLY EDUCATION ADVOCATE MARY REED TO BE HONORED BY MASSACHUSETTS ASSOCIATION OF  
EARLY EDUCATION & CARE

*Mary L. Reed, daughter of Roxbury childcare pioneer, became leading advocate*



BOSTON, MA (May 5, 2014) – Leading early childhood education and care advocate Mary Reed will receive the Lifetime Achievement in Early Education Award from the Massachusetts Association of Early Education & Care (MADCA) at a May 5, 2014 ceremony.

Reed has spent more than 40 years in the early education field, growing up working with her mother, Bessie Tartt Wilson, who opened the first black-owned day care center in Boston’s Roxbury neighborhood. In 2002, Reed founded the Bessie Tartt Wilson Initiative for Children (BTWIC) in honor of her mother and developed it into one of the most effective advocacy organizations on behalf of early education and care in Massachusetts.

“I am humbled to have been selected to receive the Lifetime Achievement Award from the Massachusetts Association of Early Education & Care,” said Reed, who retired as president of BTWIC last fall. “I’m honored to be recognized by an organization that

shares my life-long commitment to ensuring that all children deserve access to high-quality early education and care and provides crucial leadership on this issue.”

Reed will be honored during a May 5 ceremony hosted by MADCA a statewide association of early Education providers at the Westford Regency Inn & Conference Center in Westford. The event begins at 7 p.m. and is part of MADCA’s annual Administration & Management Conference.

“This award is well deserved – a generation of Greater Boston children and their families have led a far better life due to your tireless efforts on their behalf,” said MACDA Executive Director William J. Eddy. “We’re proud to recognize all that you have done to advance the field of early education.”

Founded in 1972, MADCA is the trade association for child care providers in Massachusetts, representing the public policy and advocacy interests of more than 600 child care centers, school age providers, and 2,200 family child care providers.

Reed’s work has been recognized by several organizations. Last November, Reed received a Lifetime Achievement Award from the National Association of Social Workers. In 2011, she was named an Outstanding Advocate by the Urban College of Boston. In 2010, Reed was honored as a Purpose Prize Fellow. In 2008 she was chosen as the Ruth Batson Advocate of the Year and received the Women of Justice Award from Lawyers Weekly.

For more information about the Bessie Tartt Wilson Initiative for Children, please visit the website [www.btwic.org](http://www.btwic.org). To learn more about MADCA, please see the website [www.madca.org](http://www.madca.org) or William Eddy, @ 508-752-7704 or Leo Delaney @ 617-695-9307.