

*Martha Friendly Receives the 2010 Rosemarie Popham Family Advocacy Award
(June 9, 2010)*

We are delighted to announce that **Martha Friendly** of Childcare Research and Resource Unit (a long-time partner organization in Campaign 2000) has been selected to receive the **2010 Rosemarie Popham Family Advocacy Award**. Thank you to those of you who participated in this year's nomination process.

The Award was presented on June 9th 2010 at the Family Service Toronto's Annual General Meeting. As you know, this award, created in 1999 and given by FST, honours Rosemarie Popham's outstanding contribution to advocacy and social policy development related to children and families in Canada. Rosemarie campaigned relentlessly for the eradication of poverty as Director of Social Action at Family Service Toronto and, as part of her role, as co-founder and national coordinator of Campaign 2000.

This year an unprecedented number of very strong applications were sent to our office, reflecting the vibrancy of advocacy work on behalf of children and families. The Selection Committee carefully reviewed and evaluated the nominations of the admirable change-makers from across Canada who contribute actively, expertly and effectively to improve life chances for children and youth. Above all, the Selection Committee was most impressed by the many contributions Martha Friendly has been making throughout her career as a relentless child care advocate/activist, especially her commitment to keeping Early Childhood Education and Care services on both the public and political agenda for several decades.