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## **ECECD concludes season one of innovative series, *The Early Show with Alax***

***Show generated over 5.6 million views and over 20,000 subscribers***

SANTA FE, NM - The New Mexico Early Childhood Education and Care Department (ECECD) concluded season one of *The Early Show with Alax*, a playful, informative online series for New Mexico families with young children. The show achieved significant success promoting ECECD's programs and services and providing caregiving tips in a fun, non-judgemental format. The show had strong engagement generating **5.6 million views to date** and over **20,000 new subscribers** on YouTube.

"We've seen remarkable engagement with the show, and we're seeing a corresponding increase in families seeking out early childhood programs and services that support child development and build caregiving skills," said ECECD Cabinet Secretary Elizabeth Groginsky. "ECECD looks forward to continuing these kinds of innovative public education efforts to ensure we're reaching New Mexico families with the resources they need to thrive."

*The Early Show with Alax* hosted guest experts on sleep, children's feelings, growth and development, the power of play, the importance of nutrition, and how young children learn language. [View a video recap of season one on the \*Early Show with Alax\* website.](#)

*The Early Show for Alax* is part of a large-scale public awareness and resource campaign from the State of New Mexico, [Moments Together](#), which received a competitive Davey Award in its first year. The campaign helps families and caregivers with accessible and easy-to-understand tips and resources for caregivers of children ages 0-5. The campaign spotlights the state's Child Care Assistance Program, New Mexico PreK, Home Visiting, Family Infant

Toddler (FIT) early intervention program; USDA Child Nutrition Programs, including Summer Food Service Program and Child and Adult Care Food Program, and the Families FIRST perinatal case management program.

To date, *Moments Together* has produced over **1.7 million website visits** and **240 million media impressions**, which has resulted in tens of thousands of New Mexico families learning about early childhood programs and services available through ECECD.

[Promotional photos](#) are available for publication courtesy of ECECD.

For more information visit, [TheEarlyShow.org](http://TheEarlyShow.org)

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*Governor Michelle Lujan Grisham launched the New Mexico Early Childhood Education and Care Department (ECECD) in 2020, making New Mexico among the first states to consolidate all early childhood programs and services under a single cabinet-level agency. Under this administration, ECECD has led the nation by expanding access to free New Mexico PreK, overseeing the largest investment in early childhood infrastructure in state history, and implementing cost-free child care for a majority of New Mexico families. Learn more about how ECECD supports children, families, and the early childhood professionals that serve our communities at [nmececd.org](http://nmececd.org). On Facebook, Twitter, and Instagram as [@NewMexicoECECD](#).*