

Especially for Children celebrates 40 years!



In a community with a strong tradition of valuing education, Especially for Children has been providing quality early childhood learning experiences to young children for 40 years. Longtime Edina residents Priscilla and Steve Williams opened the first Especially for Children Child Development Centers in 1976 and are celebrating the company's 40th anniversary this year. Of their eight locations, two are located in Edina.

"I started Especially for Children because I wanted to match the quality of the nursery school experience in a full-day program so that full-time working parents in the Twin Cities had more options they could feel good about," founder Priscilla Williams says.

Especially for Children builds its curriculum around play-based learning with the goal of supporting all of a child's developmental needs starting from birth. Open year-round, the programs foster learning through creative exploration, create connections between teachers and families, and help children fully prepare for kindergarten. The curriculum focuses on science, math, social studies, literacy, and the arts. Especially for Children also offers weekly Spanish lessons for preschoolers, which teachers continue to reinforce throughout the week.

Consistently recognized for its excellence in Early Childhood programming, Especially for Children's Edina centers are nationally accredited through the National

Association for the Education of Young Children and four-star Parent Aware rated—the highest rating from Parent Aware for programs using best practices that prepare children for kindergarten.

"The exceptional people at Especially for Children have been wonderful partners in helping us raise our children over the past eight years. Our three children have enjoyed and continue to enjoy and thrive at EFC. We consider the staff part of our extended family," EFC Edina/W. 70th parent Jennifer Pittman Gentry says.

Building relationships with families is one of the most rewarding aspects of their work, Steve and Priscilla Williams say. "It is gratifying to think that people have been happy and developing relationships with us that go on for years," Priscilla Williams says.

ESPECIALLY FOR CHILDREN

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