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## Arizona's largest early childhood development nonprofit partners with Children's Learning & Play Festival for Oct. 1 family fun event at WestWorld of Scottsdale

**PHOENIX** – Southwest Human Development, Arizona's largest nonprofit dedicated to early childhood development, is proud to announce its partnership with the Children's Learning & Play Festival.

This year's festival will take place from 9 a.m. to 4 p.m. on Saturday, Oct. 1, at WestWorld of Scottsdale. The event is free, open to the public, and will feature widely-acclaimed children's authors, illustrators, music, live performances, local business vendors and interactive activities for toddlers, children and young adults.

"Literacy and language development is such an important part of children's early development," says Jake Adams, chief development officer at Southwest Human Development. "All of us at Southwest Human Development are excited for the Children's Learning and Play Festival to help support early literacy efforts here in Arizona. The live author readings, theatre stages, Little Tykes reading area and more will be fun for all families and kids of all ages."

Southwest Human Development is creating a positive future for Arizona's children and their families. Its more than 40 programs and services support parents, caregivers and professionals so they can provide children the best possible start in life.

Early childhood provides the greatest opportunity and highest risk for children's lifelong outcomes. Serving 135,000 children and families each year, Southwest Human Development's programs focus on the community's youngest children to help prevent problems before they happen and the chance to intervene early when they do. Investment in our children today creates a brighter future for our state's leaders tomorrow.

Southwest Human Development helps families promote and overcome challenges with child development, mental health, disabilities, early literacy, education and child welfare. The bigger the challenge, the more they can do to help.

For more information about Southwest Human Development, visit [swhd.org](http://swhd.org).

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Southwest Human Development  
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