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## Duke's Coach K Stars in New Web Video on the Importance of Early Childhood Education

*Mike Krzyzewski joins the Invest in US campaign, in partnership with the White House, to advocate for a greater investment in quality early learning*

WASHINGTON, D.C. – Today the [Invest in US](#) campaign and Duke University coach Mike Krzyzewski– the winningest coach in NCAA men's basketball history – released a video speaking to the importance of early learning opportunities for at-risk children. Coach K – founder of the [Emily K Center](#) and the first in his family to attend college – discusses how early learning opportunities help disadvantaged children succeed in school and break the cycle of poverty. The video can be viewed at <http://investinus.org/coach-k>

"Thanks to champions like Coach K, countless more children across America will enter school with the skills needed to succeed and grow," said Kris Perry, executive director of the First Five Years Fund, which powers the Invest in US campaign. "Coach K has dedicated himself to improving educational opportunities for at-risk kids, and we are proud to have his unique voice on this important issue."

In the video, Coach K explains the obstacles many at-risk kids face when they arrive at school 18 months behind their peers in math and literacy skills. No matter how hard they try, it's difficult to catch up. Early learning opportunities can give these children the strong start they need to succeed. Krzyzewski has voiced his support for a greater investment in early learning in the past, through work with the Council for Strong America and in [an op-ed for Roll Call](#).

Other prominent figures who have narrated or starred in videos for the Invest in US campaign include [Steve Nash](#), [Julianne Moore](#), [Shakira](#), [John Legend](#) and [Jennifer Garner](#), with more to be released over the coming weeks and months.

Brain scientists, educators, economists, and public health experts agree that quality early childhood programs produce greater outcomes for children and society. Investing in early childhood education is a solution that creates upward mobility through opportunity. What's more, every dollar invested in quality early childhood education for disadvantaged children delivers economic gains of 7 to 10 percent per year through increased school achievement, healthy behavior and adult productivity, according to Nobel Prize-winning economist James Heckman.

Invest in US, launched by President Barack Obama at the White House Summit on Early Education, is a campaign powered by the [First Five Years Fund](#) challenging public and private partners, business leaders, philanthropists, advocates, elected officials and members of the public to help build a better nation by expanding high-quality early childhood education programs for children from birth through age five.

As part of the Invest in US campaign, dozens of major corporations, foundations and individuals have agreed to dedicate a greater ongoing percentage of their philanthropy to expanding high-quality early childhood programs and research as a strategy for achieving better education, health, social and economic outcomes, with commitments currently totaling more than \$333 million. A full list of those who have made commitments through the Invest In US campaign can be found online [here](#).



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**About Invest in US**

*Invest in US is a challenge to business leaders, philanthropists, advocates, public officials and the public to build a better nation through high-quality early childhood programs for children from birth to age five. When we invest in them, we invest in us.*

**About the First Five Years Fund**

*The First Five Years Fund helps America achieve better results in education, health and economic productivity through investments in quality early childhood education programs for disadvantaged children. FFYF provides knowledge, data, and advocacy – persuading federal policymakers to make investments in the first five years of a child’s life that create greater returns for all. [www.ffyf.org](http://www.ffyf.org)*

**About the Emily K Center**

*The Emily K Center, a non-profit organization in Durham, was established in 2006 and named in honor of Coach Mike Krzyzewski’s mother, Emily. Our mission is to inspire students to dream big, act with character and purpose, and reach their potential as leaders in their community. The Center’s K to College programs develop educated student leaders who achieve in school, gain entry to and graduate from college, and ultimately break the cycle of poverty in their families. In addition, the Center enhances the impact of local organizations by serving as a home and resource for nonprofits, schools, and community groups.*