



Mount Kisco Child Care Center inc.
A Not-for-Profit Early Care & Education Program serving families since 1971

IBM Services Grant Awarded to Mount Kisco Child Care Center
Center Benefits from IBM Social Media Expertise

Mount Kisco, NY – (February 14, 2012) – Mount Kisco Child Care Center (MKCCC) recently participated in a special workshop, *Strategies for Social Media*, as part of IBM's Services Grant program.

The workshop, designed specifically for not-for-profit organizations, was led by IBM professionals and participants included MKCCC staff and Board members. MKCCC invited other local not-for-profit organizations such as the Child Care Council of Westchester, the Community Center of Northern Westchester, Neighbors Link and the Mount Kisco Chamber of Commerce to attend the workshop. Participants discussed strategies for maximizing various social media channels as a new form of communication. The workshop, customized especially for MKCCC, addressed popular social sites such as Facebook, Twitter and LinkedIn, as well as up-and-coming platforms such as Instagram, Tumblr and Pinterest. The interactive workshop touched upon the objectives, goals and tactics that would help the Center continue to broadcast its mission to the online community.

“Social Media is becoming essential for all organizations, including not-for-profits,” said IBM employee and MKCCC Board President, Steven Wismuller. “It is the perfect tool to foster our relationships with members of the Westchester County community, including business professionals, volunteers, families and other not-for-profits.”

IBM Services Grants are designed to offer recipient not-for-profit organizations the opportunity to enhance their performance and assist them in delivering better services to the community. These tailored solutions were developed in collaboration with organizations in the not-for-profit community, and are specifically designed to support them in their efforts to serve our communities.

IBM strives to make these donations sustainable, impactful and scalable. IBM closely ties many of its contribution offerings to its business expertise and product offerings.

MKCCC is located at 95 Radio Circle, Mount Kisco, NY. For additional information, please visit www.mkccc.org or call (914) 241-2135. Follow MKCCC on www.facebook.com/MKCCC and www.twitter.com/MKCCC10549 for the latest news and updates.

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About Mount Kisco Child Care Center: Mount Kisco Child Care Center is a licensed nonprofit, non-sectarian NAEYC accredited childcare facility that has served the working families of Northern Westchester since 1971. MKCCC provides exceptional and affordable, early-care and education to a diverse group of children three months to five years. The Center's expanded school-age program serves children up to 12 years of age.

For more information on IBM Services Grants, go to: <http://www.ibm.com/ibm/responsibility/>

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