



Government of the Republic of Trinidad and Tobago

## MINISTRY OF EDUCATION

# MEDIA RELEASE

March 4, 2024

Dear Editor / Head of Department,

### MOE videos win Gold at prestigious Caribbean Advertising Awards

The Ministry of Education (MoE) celebrates 2 Gold ADDY Awards for the development of ECCE animated videos, produced by Farr Creative with funding from the Inter-American Development Bank. Through the Caribbean Advertising Federation (CAF), the prestigious ADDY Awards, forms part of the world's largest advertising competition with over 50,000 entries annually. The animated videos secured gold distinction!

Education Minister, Dr. Gadsby-Dolly was ecstatic at news of the award. "This is exciting for us at the Ministry of Education. Parents play a critical role in their children's development, and the ideas and activities presented for their use in these videos are simple, fun and easy to follow. This is the value of collaboration."

The theme of "Learning through Play" was highlighted through innovative storytelling strategies and captivating visuals. This initiative emphasized the crucial role of play in nurturing the comprehensive development of children at early childhood age, encompassing their social, emotional, physical, and intellectual growth. The animated videos form part of a full video campaign that includes: The Parenting Podcast- Talking ECCE (8-part Podcast Series) and two short form videos on teaching through everyday activities.

MoE extends gratitude to the Inter-American Development Bank for their invaluable partnership, and to Farr Creative for their exceptional execution. As we continue to champion innovative approaches in education and communication, we are inspired by the impact of our work on shaping brighter futures for all.

See the video here >>> <https://fb.watch/qBAk7-WCdi/>. Stay tuned for upcoming Parenting Podcast video releases and be part of our mission to support parents in nurturing thriving and resilient children!

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