



PRESS RELEASE

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Virginia Promise Partnership Announces Krysta Jones as Inaugural Director

Richmond – The Virginia Promise Partnership announced today that Krysta Jones will be the coalition’s first Director, as the group works to achieve its goal of access to affordable, quality child care for all Virginia families by 2030. Jones brings extensive experience and expertise in grassroots organizing, political advocacy, and community engagement.

“It is an honor to serve as Director of the Partnership and to join the growing coalition of organizations and individuals working together toward our ambitious goal. With newfound calls for action in the wake of the COVID-19 pandemic, the time is now to build a more equitable, affordable, and high-quality child care system for *all* Virginians,” Jones stated. “I’m excited for the opportunity to partner with our strong community of parents, child care administrators, early educators, advocates, and member associations to achieve this vision.”

Jones’ commitment to public service and improving the lives of underserved and underrepresented communities perfectly aligns with the Partnership’s mission. Identifying the need for more diverse voices in elected office, she founded *Vote Lead Impact*, an organization which trains future Black political candidates and leaders in media relations, grassroots operations, and civic engagement.

Jones also represented two national associations, advocating for women’s and economic rights issues before policymakers at the state and federal level. She previously served as the Director of Outreach for two Members of Congress. In that role, she designed outreach strategies, developed relationships with community leaders, and helped communicate their legislative agendas.

In her role as Director, she will work with partner organizations and stakeholders in the development of the Partnership’s strategic plan and cost estimate, serve as the voice of the coalition in media and government relations efforts, and oversee expansion of the grassroots advocacy network.

“Krysta brings essential advocacy skills and strong bipartisan commitment to the Partnership’s vision, which will help us meet our 2030 goal,” said Tammy Mann, Chair of the Virginia Promise

Partnership Provider Advisory and President and CEO of The Campagna Center. “Her passion for advocating for families is infectious and her ability to bring people together for a cause as important as access to child care makes her a perfect fit for the Partnership. We look forward to working with her and seeing the coalition thrive under her leadership.”

Jones will begin her duties as Director of the Virginia Promise Partnership on April 26, 2021.

[Virginia Promise Partnership](#) is a coalition of more than twenty-five child care, business, education, and advocacy organizations promising access to quality, affordable child care for all Virginians by 2030.

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