WHEREAS; in 2024, more than 59,000 babies were born in Wisconsin, and the state believes that what is best for kids is what is best for the state, which means meeting the social, emotional, and physical needs of every kid who calls Wisconsin home; and

WHEREAS; the earliest years of life are a period of rapid growth and development, laying the foundation for future learning, health, well-being, growth, and overall success; and

WHEREAS; it is important for parents, guardians, caretakers, and all Wisconsinites to understand the importance of early social, emotional, psychological, and physical development of babies, infants, and young kids; and

WHEREAS; families with infants and young kids across Wisconsin are supported by professionals working in a variety of settings, including early care and education, healthcare, home visiting, public health, early intervention, family support, child welfare, mental health, and more; and

WHEREAS; supporting babies, young kids, and the people who care for them helps strengthen families and communities throughout the state; and

WHEREAS; this week, the state of Wisconsin reaffirms its commitment to ensuring that every baby in Wisconsin can live a healthy life and grow to reach their highest potential, and the state joins parents, educators, caregivers, healthcare professionals, and all dedicated individuals and organizations across the state in recognizing the importance of kids' health and wellness;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim October 19 through 23 2026 as

CELEBRATE BABIES WEEK

throughout the State of Wisconsin and I commend this observance
to all our state's residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 5th day of October 2026.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State