



BRAD PFAFF **STATE SENATOR**

FOR IMMEDIATE RELEASE

DATE: May 22, 2025

CONTACT: [Sen Pfaff](#), 608-266-5490

Senator Pfaff Introduces Legislation Directly Investing in Child Care, Working to Improve Accessibility and Affordability for Wisconsin Families

Madison, WI – Today, Senator Pfaff joined his Democratic colleagues in introducing legislation that directly invests in Wisconsin’s child care sector, working to improve its accessibility and affordability. Removed from the state budget earlier in May by legislative Republicans, this critical legislation would keep the child care industry afloat, allowing providers to keep their doors open, pay staff, and ease the cost burden on parents. Senator Brad Pfaff (D-Onalaska) released the following statement:

“One of the simplest things we can do to support working families and build a strong economy is ensure that parents have access to quality, affordable child care. This is not just a parent’s issue; this is a workforce issue. Without child care, moms and dads will be forced to leave their jobs, further exacerbating our state’s workforce shortage.

“We also owe it to our kids to ensure that they have quality care provided by professionals in a safe environment so they can grow into well-rounded, strong, and educated adults. An investment in our kids is an investment in our future. We must get this done for Wisconsin’s families and child care providers.”

A [recent survey](#) released by the Wisconsin Department of Children and Families found that without additional Child Care Counts funding, 1 in 4 child care providers would likely close, 1 in 3 would likely reduce the number of children cared for, and remaining providers would likely be forced to raise their rates for families.

###

Senator Brad Pfaff represents the 32nd Senate District, which includes La Crosse County, Vernon County, and parts of Monroe and Trempealeau County.