



FOR IMMEDIATE RELEASE  
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## **MINNESOTA FAMILY AND EARLY CHILDHOOD PROFESSIONALS RECOGNIZE**

### **AMY KOCH - MOMENTUM ADVOCACY**

#### **The Minnesota Association for Family and Early Education (MNAFEE) presents the Friend of the Year Award**

St. Cloud, MN., April 10, 2025 – The Minnesota Association for Family and Early Education (MNAFEE) proudly announces the 2025 Friend of the Year Award honoree. Amy Koch was recognized as the MNAFEE Friend of the Year in acknowledgment of her pivotal role in advancing MNAFEE’s initiatives. The award is presented to acknowledge MNAFEE’s appreciation of contributions to children, parents and families and/or the publicly funded programs that serve them.

Ms. Koch is a principal at Momentum Advocacy. Momentum Advocacy is a Minnesota based firm specializing in government relations, strategic communications, public affairs, and grassroots advocacy at the state and federal level. When they are not at the Capitol or meeting with legislators, they support MNAFEE on the frontlines in a variety of capacities.

Ms. Koch has worked with MNAFEE and the organization’s Advocacy Committee since 2022 and is committed to ensuring MNAFEE’s legislative goals are well thought out and progress is made in achieving them. Ms. Koch has a rich background in government relations and legislative processes that helps open doors and helps MNAFEE be efficient with its resources.

She and her team are the reason there are now two full-time staff at the Minnesota Department of Children, Youth and Families (DCYF) dedicated to Early Childhood Family Education (ECFE). The establishment of these support positions marks a substantial investment in the future of ECFE programs statewide. The increased collaboration and partnership facilitated at the state level furthers the mission of MNAFEE to promote, advocate for, and strengthen parenting education, ECFE, and early childhood programming in public schools. For years, MNAFEE’s Advocacy Committee lobbied for the establishment of the two full-time support positions. When Ms. Koch was brought on board to support MNAFEE efforts, legislative action happened within months leading to the measure’s passage and inclusion in the Education Omnibus bill.

Her efforts are also why MNAFEE representatives were able to have an in-person meeting with the commissioner of the new DCYF agency just months after she was hired, why MNAFEE Board members can meet with legislators across the political spectrum often, and why our ECFE day at the Capitol is always a huge success. Gretchen Dullinger, chair of the MNAFEE Advocacy Committee, says, “I can attest to this-when we were at the capitol for ECFE day, not only was Amy there for the whole time, there were also five other Momentum Advocacy staff members ready to help us in any capacity needed!”

Ms. Koch has certainly proven herself to be a friend of MNAFEE and all early childhood programs across the state of Minnesota and is very deserving of the award. Ms Koch was recognized at the MNAEFEE Annual Conference in St. Cloud on April 10, 2025.

**About MNAFEE:** The Minnesota Association for Family and Early Education (MNAFEE) is a non-profit association promoting parent education, Early Childhood Family Education (ECFE), and early childhood programming in public schools.

**About the Friend of the Year Award:** This award is presented to an individual, group, or organization who has made significant contributions to the fields of parent education, Early Childhood Family Education, and/or early childhood programming in public schools in Minnesota and thereby has been a champion for young children, parents and/or families, and/or the publicly funded programs that serve them. The individual, group or organization does not provide consistent direct service within parent education, Early Childhood Family Education, or early childhood programming in public schools in Minnesota.

**Nominees for the MNAFEE Friend of the Year Award must:**

- reside or have resided in Minnesota or do business in Minnesota
- have made a statewide impact on the lives of young children and/or families, and/or the publicly funded programs that serve them
- have improved the quality of life for young children, parents and/or families, and/or the publicly funded programs that serve them.