

I AM A CHILD CARE VOTER: NYC Mayoral Election 2025 Guide

**Your guide to putting child care first
in the 2025 NYC mayoral election**

Introduction

Child care is the backbone of New York City. Families are paying more for care than rent and college tuition; parents are being forced out of the workforce; and our city is losing billions every year.

This mayoral election, we can change that. By making child care a top priority at the ballot box, New Yorkers can demand real solutions from our next mayor. This guide gives you the tools to know where the candidates stand, mark your calendar for key election dates, and make your voice heard.



1. Know Where the Candidates Stand

Elections aren't just about personalities — they're about priorities. And right now, too many families are struggling with impossible child care costs, long daycare waitlists, and a system that simply doesn't work. The next mayor of New York City will have the power to change that but only if they make child care a cornerstone of their agenda.

That's why it's critical to know exactly where each candidate stands. Don't just listen for soundbites on the debate stage. Look at their websites, their platforms, and their past records.

Ask yourself:

Will they commit to making child care their top priority in the first 100 days?

Do they have a concrete plan to make care affordable and accessible for every family?

Are they willing to invest in the workforce that makes child care possible?

Here are the three leading contenders you need to check out:

Andrew Cuomo

Zohran Mamdani

Curtis Sliwa

**Your vote is
your power.**

**Use it to hold them
accountable.**

2. Know Important Dates

Candidate Debates

General Election Debate
Thursday, October 16 at 7 p.m. ET

**Leading Contender
General Election Debate**
Wednesday, October 22 at 7 p.m. ET

Election Deadlines

Monday, October 20
"Change of Address" deadline

Saturday, October 25
Voter registration deadline

**Saturday, October 25 –
Sunday, November 2**
Early voting period (vote in person
before Election Day)

Monday, November 3
"Vote by Mail" application deadline
(submitted via in-person)

Tue, November 4
Election Day!
Polls open 6 a.m.–9 p.m. ET

3. Know Where Your Polling Place Is

Every vote counts — but only if it's cast. Don't wait until Election Day to figure out where to go. Visit findmypollsite.vote.nyc and type in your address to confirm your polling place and make a plan to get there.

4. VOTE

Make your voice heard. Show New York's leaders that moms, dads, caregivers, and allies will vote for child care this election.

4. Share Your Button

After you vote, share your [**"I AM A CHILD CARE VOTER"**](#) button on social media.

- Post it to your feed and stories
- Tag us @momsfirstus
- Encourage friends and family to vote for child care, too.

Together, we can make child care the top priority in this election.

