

Date

Dear [name of assignment editor]

Re: [name of public awareness campaign] [public awareness campaign delivery dates including month and year]

About literacy

In Ontario, over 20% of adults do not have basic literacy skills and a further 24% are unable to read well enough to carry out daily tasks or meet labour market needs.

The public awareness campaign

The [full name of community literacy organization] has been working with community partners to make people aware of pressing literacy needs and proven solutions. The [name of public awareness campaign] will help people to:

- Be informed of the true extent of literacy difficulties in our community
- Know about the programs available to help
- Identify and act on literacy needs and solutions for themselves or others they care about

You can help

Your support is critical. With your help, we can reach the many people who [read your newspaper/listen to your radio station/watch your television station] in this community with a critical message about literacy.

The information in this kit will tell you about the public awareness campaign, the events we have planned, and literacy. If you have any questions, or would like to schedule interviews with people who have been through our literacy programs, please contact [name of contact at community agency] at [telephone number].

Yours truly,

[Name and title of community agency contact, name of community agency]