

Media Release

[Public awareness campaign slogan as title]

[date in bold] – [your city, ON] – [literacy organization] and the Ontario Literacy Coalition are launching a week-long public awareness campaign during [month] to make people aware of our community's literacy needs and solutions.

The public awareness campaign will:

- Tell people the true extent of literacy difficulties in our community
- Tell people about the programs available to help
- Encourage people to think about literacy needs and solutions for themselves or others they care about

Over 40% of adults in [your city] do not have basic literacy skills," explained [literacy organization] Executive Director [name]. "This means that they have trouble reading street signs, making change in restaurants, or writing a job application. We want to make everyone aware that we have programs to help."

The launch for the public awareness campaign will be held at [location] on [day and date] from [start time] to [finish time]. Other special events are scheduled during the week. Literacy bookmarks are available at the events and other locations. Anyone can fill out a bookmark and become eligible for prizes. Winners will be chosen by a prize draw to be held [location, day, date and time].

"Nobody knew that I could not read," says _____, a participant of the program at [literacy organization]. "Finally, a friend told me about the program and told me I needed to go. Now I can read, and write letters to my daughter, and travel downtown by bus. I also feel much better about myself and I am a lot happier."

This public awareness campaign is being conducted simultaneously in several Ontario communities as part of a multi-year drive to make people aware of our adult literacy needs and solutions.

The [Organization] ... [include brief statement describing the mandate and work of your organization.]

The Ontario Literacy Coalition (OLC) is a provincial organization that supports all levels of literacy in Ontario. The OLC is made up of literacy programs and networks, individuals, and other organizations that are interested in literacy. More information is available on the OLC website: www.on.literacy.ca.

The Ontario Literacy Coalition and [your organization] gratefully acknowledge the funders of this public awareness campaign: [e.g. from 2003 campaign] Human Resources Development Canada, National Literacy Secretariat and Ontario Ministry of Training Colleges and Universities.

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For more information contact:

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