

The Literacy Foundation reaches out to immigrant women with little schooling

Montréal, August 25, 2008 – Recognized for its referrals and communications expertise, the Literacy Foundation is proud to launch an awareness-raising campaign addressing immigrant women with little schooling who live in the Montréal region. The campaign is a project of the *Programme d'appui aux relations civique et interculturelles*, a program to support intercultural and civic relations, sponsored by the ministère de l'Immigration et des Communautés culturelles.

From August 25 to October 4, thousands of leaflets will be distributed in six different languages (French, English, Spanish, Arabic, Punjabi and Farsi) to Montréal community groups and businesses regularly frequented by immigrant women. The Foundation hopes that in this way it will be able to inform women of the available training resources through its *Info-Alpha* phone line: 1-800-361-9142. A radio and print promotional campaign is also being deployed in specialized media outlets during the same period.

Born elsewhere, learning here

Born elsewhere, learning here, a day-long forum organized by the Foundation in March 2007, attracted 100 participants from different ministries and agencies concerned with the training-employment continuum of immigrants. It incontrovertibly proved the need to develop new ways of intervening with immigrant women, who, either illiterate in their mother tongue or unable to function in French, end up living in disturbingly isolated conditions. "We must act rapidly to reduce the isolation of these women so that they can participate fully in the economic, social and cultural life of Quebec society," stressed the Foundation's CEO, Maryse Perreault.

Info-Alpha line

Initiated by the Literacy Foundation in 1990, the *Info-Alpha* phone line is a free and confidential help and referral line for illiterate people and anyone seeking basic education in reading and writing in Québec.

Founded in 1989, the Literacy Foundation is a nonprofit organization whose mission is to ensure that everyone—adults and children—has access to reading and writing. To help the Foundation, make an online donation at www.fondationalphabetisation.org/en.

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