

***Grenier d'or. Grand Prize for Half Card***

Montreal, February 6, 2008. – The Literacy Foundation and the bleublancrouge agency have won the Grand Prize at the 15th *Grenier d'or* in the “Printed Card” category with their *Half Card*.

The *Half Card* designed by bleublancrouge reflects the alarming situation with respect to illiteracy in Quebec. In fact, 49% of Quebecers have trouble reading and rank below the desirable threshold for functioning easily in society. This Christmas card was aimed at reminding all who support the Foundation that they belong to the half of Quebecers who know how to read and can support the cause through words of hope.

In addition to the Grand Prize, the Foundation and bleublancrouge received the *Grenier d'or* in the “Major Causes” category and a special mention in the “Text” category. This card was created for the Foundation's new public service campaign, designed free of charge by the bleublancrouge agency.

Through their co-operation and mutual commitment to the cause, the Literacy Foundation and bleublancrouge have distinguished themselves greatly since the start of their association.

**Literacy Foundation**

Founded in 1989, the Literacy Foundation is a non-profit 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.fqa.qc.ca/en](http://www.fqa.qc.ca/en).

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Source:  
Awareness Department  
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