



5420 Saint-Laurent Blvd., Suite 200  
Montreal, Quebec H2T 1S1  
Telephone: 514-289-1178  
Toll-free: 1-800-361-9142  
Fax: 514-289-9286  
[www.fondationalphabetisation.org/en](http://www.fondationalphabetisation.org/en)

Press release

For immediate release

Successful 10th anniversary:  
29,614 children receive the *Gift of Reading*®!

**Montreal, May 4, 2009** – The Literacy Foundation and project spokesperson, actress Marie Turgeon, are pleased to announce that the 10th anniversary of *The Gift of Reading*® is ending on a high note, as 29,614 underprivileged children will be receiving a brand new book in May. In 10 years, 195,000 new children's books will have been distributed through the project to the same number of children aged 0–12.

**Distribution of thousands of gifts**

Books collected in November and December in 160 Quebec bookstores and at various collection sites have been painstakingly sorted and inspected so they can be distributed in the donors' regions. In May, hundreds of book distribution events will be held across Quebec, thus bringing the 10th edition of the project to an end. Some 469 establishments—39 more than in 2008—will take part in the distribution:

- 198 schools, including 732 classes (selected using the deprivation indicators established by the Quebec Ministry of Education, Recreation and Sports)
- 88 child care centres
- 151 *Famille* grassroots organizations
- 32 non-profit and other organizations

**Key to a better future**

Since 1999, the Literacy Foundation has been working to pass on the joy of reading, a guarantee of success in individuals' lives. It is recognized that children born into underprivileged neighbourhoods where parents are weak readers are at higher risk of developing reading difficulties. On the other hand, the earlier children are in contact with written language, the better their chances will be of doing well at school.

"This incursion into the magic world of books," stated spokesperson Marie Turgeon, "gently prepares children for learning, by adding a dimension of play and imagination to reading—hence the importance of *The Gift of Reading*®."

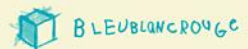
The project also gives the Foundation a way into underprivileged households, where it can reach parents who are weak readers or illiterate. They can be helped through the *Info-Alpha line*: 1-800-361-9142.

It should be remembered that in Quebec 800,000 people are illiterate, and some 40% of them are of an age to be parents.

PLATINUM VISIONARY



GOLD VISIONARIES



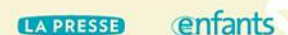
SILVER VISIONARY



GOLD MEDIA PARTNERS



SILVER MEDIA PARTNERS





### **Thank you!**

The Foundation wishes to thank everyone who has contributed to the success of the project in the past 10 years: donors, partners, organizers of collection initiatives and volunteers. Together, they have helped thousands of children escape into an imaginary world through reading, and seek to surpass themselves and achieve their dreams throughout their lives.

### **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 [fondationalphabetisation.org/en](http://fondationalphabetisation.org/en).

- 30 -

#### Source:

Prevention Department  
Literacy Foundation

[fondationalphabetisation.org/en](http://fondationalphabetisation.org/en)

#### Information:

Cindy Deslippes-Gauthier  
Public Relations Officer

514-289-1178, ext. 225

[cdgauthier@fondationalphabetisation.org](mailto:cdgauthier@fondationalphabetisation.org)

