

### ***The Gift of Reading*®: 30,181 happy children**

**Montreal, April 28, 2010** – The *Gift of Reading*® project, now wrapping up its 11th edition, was once again marked by donors' generosity. Indeed, the Literacy Foundation and project spokesperson, actress Marie Turgeon are pleased to announce that the 30,000 mark was passed, so, in May, 30,181 children will each have their own brand new book. Over the past 11 years, more than 225,000 books have been distributed through the generosity of valued donors.

#### **Large-scale distribution**

Most of the books were collected in November and December 2009 in 168 bookstores and more than 100 libraries across Quebec. After being carefully inspected and sorted, these books are now forwarded to the 458 establishments where books will be handed out in May. Among these establishments are 169 schools, including 625 classes (selected using the deprivation indicators established by the Quebec Ministry of Education, Recreation and Sports [MELS]), 99 child care centres, 157 *Famille* grassroots organizations and 33 non-profit and other organizations.

#### **A fine 20th-anniversary present**

This book distribution falls within the framework of the Literacy Foundation's 20th-anniversary celebrations. Always guided by its mandate to prevent illiteracy and encourage young people to stay in school, the Foundation is very proud to be able to count on a project such as *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.

#### **Heartfelt thanks**

"Our thanks go out to all who contributed to the success of this 11th edition: donors, partners, organizers of collection initiatives and volunteers," stated project spokesperson, actress Marie Turgeon. "Now more than ever, we need their support. To all of you, 30,181 thanks! See you at the 12th edition!"

#### **Partners**

The Foundation also wishes to thank its 42 partners for their involvement, including Hydro-Québec, the Quebec Ministry of Education, Recreation and Sports [MELS], Nationex, bleublancrouge, Montreal's *Salon du livre* book fair, CanWest Raise-a-Reader, Bombardier Aerospace Employees Charity Fund, Zoom Média, Hebdomas Québec, Alstom, *Métro* daily newspaper, Corus, Vox, Alstom Télécité and Pop Média.

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

- 30 -

Source:  
Prevention Department  
Literacy Foundation  
[www.fondationalphabetisation.org/en](http://www.fondationalphabetisation.org/en)

Information:  
Danielle Roy  
Communications Officer  
514-289-1178, ext. 226  
[droy@fondationalphabetisation.org](mailto:droy@fondationalphabetisation.org)