

Press release
For immediate release

**Record result for *The Gift of Reading*®:
27,755 children receive a brand new book!**

Montreal, April 30, 2008 – The Literacy Foundation is proud to announce that 27,755 brand new children's books will be distributed during May to the same number of underprivileged children in Quebec, as part of the 9th edition of the *Gift of Reading*® project. Once again, the general public's outstanding generosity is enabling thousands of children aged 0–12 to experience the magic of reading, and helping some of them transform their lives.

Each of the books, collected in November and December 2007, was carefully inspected and sorted so as to be handed out in the donor's home region. This year, 430 Quebec establishments were targeted for distributing the books to the children through special activities. The establishments include:

- 178 schools, including 635 classes (selected using the deprivation indicators established by the Quebec Ministry of Education, Recreation and Sport)
- 79 child care centres
- 153 *Famille* grassroots organizations
- 20 non-profit and other organizations

Results by region are available on the Foundation's Web site: <http://www.fqa.qc.ca/en/prevention.php>.

A gift for life

Conveying the joy of reading to thousands of children with a view to encouraging young people to stay in school and preventing illiteracy—that is the prime goal of the *Gift of Reading*® project. "These children often do not have the good fortune of having a brand new book of their very own," stated project spokesperson, actress Marie Turgeon. "I am deeply convinced that children's sense of curiosity can be stimulated by that special first contact with the book they receive, and that their lives can thus be transformed as they gain access to the universe of the imagination and discover others and the world at large." Since 1999, more than 165,000 children have received *The Gift of Reading*®!

The donated book also allows the Foundation to enter underprivileged homes and reach parents who have weak reading skills or are illiterate—something often seen in such a milieu. The Foundation can help these individuals through the *Info-Alpha* line: 1-800-361-9142. It can guide them toward the appropriate resource so they can take ownership of reading and writing and acquire the tools they need to accompany their children on the path to doing well at school.

10 years coming up

The Foundation hopes you will join it in November 2008 to celebrate the 10th anniversary of the *Gift of Reading*® project. Mark it on your calendar!

Partners

Thank you to our 39 partners: Hydro-Québec, Quebec Ministry of Education, Recreation and Sport, CanWest Raise-a-Reader, Bleublancrouge, Nationex, Salon du livre de Montréal, Caisse populaire Desjardins d'Hochelaga-Maisonneuve, Optometric Services Inc. and CIBA Vision, Hebdomas Québec, Métro daily newspaper, Pop Média, Familles d'aujourd'hui network, Le livre show and Vox, Alstom Télécity, La Presse, The Gazette, Téléjournal Montréal, Première Chaîne – La radio de Radio-Canada, Radiovision, McDonald's Restaurants of Canada Ltd., Association des libraires du Québec, Chapters, Coopsco, Groupe Archambault, Indigo, Les librairies indépendantes du Québec, Renaud-Bray, Salon du livre de l'Abitibi-Témiscamingue, Salon du livre de la Côte-Nord, Salon du livre de l'Estrie, Salon du livre de l'Outaouais, Salon du livre de Rimouski, Salon du livre de Trois-Rivières, Salon du livre jeunesse de Longueuil, Association



des écrivains québécois pour la jeunesse, Association nationale des éditeurs de livres, Association québécoise des salons du livre, Communication-Jeunesse and Union des écrivaines et des écrivains québécois.

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.

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