

The Gift of Reading **Helping today's children to prepare tomorrow's adults**

Montreal, November 1, 2011 – On the occasion of the 13th edition of *The Gift of Reading*, the Literacy Foundation and program spokesperson, actress Marie Turgeon, invite you to buy a brand new book for a poor child from your region in November and December. Through this simple act, you contribute to fighting illiteracy, keeping young people in school, and thus preparing the adults of tomorrow.

In its latest report,¹ the Canadian Council on Learning (CCL) stresses the importance of education and learning in early childhood at a time when one Canadian child in four starts out at school without the necessary foundation for acquiring literacy and numeracy.

For many years now, the Literacy Foundation has been mobilizing to bring reading into underprivileged Quebec homes. "Too many children are still growing up without any books at home," states Foundation CEO, Maryse Perreault. "That's not acceptable! No longer should reading be an activity performed only at school. A culture has to be built around the joy of reading, from an early age."

"The earlier a child is in contact with books, the better his relationship with reading will be, throughout his life," program spokesperson, Marie Turgeon assures us. "By participating in *The Gift of Reading*, you are giving far more than a book to a child. You are opening up to him the door toward the discovery of the joy of reading, and giving him the best chance of doing well at school and in life. Help us reach our goal of **30,700 books** for distribution. Prepare the adults of tomorrow by giving a book today!"

Acting at every stage of life

The Gift of Reading each year makes it possible to reach thousands of children, but also parents with reading and writing difficulties. Indeed, it is a proven fact that parents play a major role in the relationship their children will have with reading. *The Gift of Reading* is a means of raising parents' awareness of their importance in the acquisition of reading proficiency, and a means of helping them, through the *Info-Alpha* line: 1-800-361-9142.

How can you do your part?

To take part, buy a brand new children's book at one of the 150 participating bookstores in Quebec and ask for the *Gift of Reading* donation kit at the cash. You can also make your donation in 100 libraries.

Books can be purchased online year-round, through placedulivre.com and at participating book fairs. Interested individuals and companies can also organize book collections or fundraisers to support *The Gift of Reading*. To find out everything about collection sites and activities, visit fondationalphabetisation.org/en.

¹ www.ccl-cca.ca/CCL/AboutCCL/PresidentCEO/20111011FutureLearning.html – *What is the Future of Learning in Canada? report*. Canadian Council on Learning, 2011.

Where are the books distributed?

The books collected will be handed out to children in May 2012, through hundreds of organizations targeted by the Foundation through deprivation indicators established by the Ministry of Education, Recreation and Sports (MELS). Among these establishments are schools, daycare centres and *Famille* community organizations. Each book collected in a region is given to a child from that region.

Take part in Montreal's Salon du livre and enjoy free readings!

One again this year, from November 16 to 21, 2011, lovers of reading are invited to the *Salon du livre de Montréal*—Montreal's book fair—where they will be able to donate a book for *The Gift of Reading*, as well as having a story read to them by one of the personalities at the Foundation's booth (50) as part of the tradition of free readings.

Partners

The Foundation wishes to convey warm thanks to the 26 collection partners, financial and media partners and numerous collaborators from the book and publishing world who make *The Gift of Reading* such a success.

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.

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