

Cascades Renews its Donation of Paper for Literacy 7.5 million sheets of paper provided to 150 agencies

Montréal, October 18, 2010 – The Literacy Foundation and Cascades are renewing the project known as *Cascades of Paper for Literacy – Green Learning*. Thanks to this partnership, some 150 community-based literacy groups in Québec and over 10,000 learners will benefit from a major donation of 1.5 million sheets of paper per year for a period of five years.

Paper for Hope

With more than 800,000 illiterate people in Québec, literacy groups have a huge job to do every day. Since paper is an essential support for writing and reading, this resource is greatly needed to assist adults in their learning process.

"The paper Cascades has so generously offered is more than a support for writing. It is practical and significant support for the thousands of adults engaged in the learning process in every region of Québec; it is a window on the world of writing and reading," affirms Maryse Perreault, president and CEO of the Literacy Foundation.

Over the next five years, Cascades will donate a total of 7.5 million sheets of paper composed of recycled fibre to some 150 literacy groups across the province. "A leader in sustainable development in Québec, Cascades is proud to renew its commitment to the Literacy Foundation to improve the reading and writing skills essential to the development of individuals and society," states Alain Lemaire, president and CEO of Cascades. "With this gesture, we want both to acknowledge learners' efforts and provide practical support to literacy groups."

Encouraging New Learners

In addition to Cascades' contribution, *Cascades of Paper for Literacy – Green Learning* is benefiting from the support of Archambault, long-time partner of the Foundation. For every e-book sold on the *Jelis.ca* website that was launched in 2009, Archambault will donate a printed book to the Foundation. Two-thousand books for adults who are new readers will be distributed among the agencies benefitting from the project, along with the paper donation.

An Essential Link in the Project

To deliver these donations throughout Québec, the Foundation will be relying on the services of Nationex. Official transporter of the Foundation and a loyal partner in many of its projects, Nationex generously supports the cause of literacy by delivering packages at a preferential rate.

The baskets of paper will be assembled on October 18 with the participation of Cascades, Archambault and Nationex before their delivery to the agencies from October 21 to 29, 2010.

The Foundation wishes to thank Cascades, Archambault and Nationex for their involvement in this project.

Literacy Foundation

Founded in 1989, the Literacy Foundation is a non-profit agency dedicated to ensuring that everyone—adults and children alike—has access to reading and writing. To make a donation: fondationalphabetisation.org.

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Source:
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