

Once again, Cascades donates 1.5 million sheets of paper to Quebec literacy organizations

Montreal, October 22, 2013 – Through the *Cascades Papers for Literacy* project, some 150 literacy organizations, for the fourth year in a row, will be receiving 1.5 million sheets of recycled paper. That means more than 12,000 adults registered in literacy training and basic training who will benefit from this essential work tool.

The paper thus provided by Cascades will be living testimony to the development and growth of these thousands of adults undergoing literacy training. According to Diane Mockle, Chief Executive Officer of the Literacy Foundation, the acquisition of knowledge and basic skills is essential in order to advance in a rapidly evolving society such as ours. “The Literacy Foundation,” she says, “considers the struggle against illiteracy to be the concern of society as a whole, and salutes this initiative by Cascades that is proof positive of its sensitivity to the cause.”

“In our view, it is essential in 2013 for all individuals to have access to training so they can learn to read and write,” stated Mario Plourde, President and Chief Executive Officer of Cascades. “The gift of paper is our way of helping them and encouraging them in the achievement of their goals. It will be there as tangible evidence of their efforts throughout their learning.”

Cascades Inc. has undertaken to donate a total of 7.5 million sheets of recycled paper over five years. Through this gift, thousands of adults in training will be better equipped to continue on their literacy training path.

More than just paper in our baskets

TC Transcontinental is adding to the gift of paper by providing each literacy organization with several copies of four magazines on varied topics.

Transportation of the packages across Quebec is handled by loyal Foundation partner, Nationex, which, for the 15th straight year, is supporting the literacy cause by shipping the boxes at preferential rates.

The Literacy Foundation wishes to thank Cascades, TC Transcontinental and Nationex for their contribution to the *Cascades Papers for Literacy* project.

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 make a donation: fondationalphabetisation.org.

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