

FRONTIER
COLLEGE



COLLÈGE
FRONTIÈRE

MEDIA ADVISORY

Five steps forward for literacy in Canada *Frontier College reports on 5 years of success*

OTTAWA, Ontario – On Tuesday, May 10, 2005, Frontier College – Canada’s original, national literacy organization – will report on some remarkable successes in the literacy field.

In 1999, in honour of the 100th anniversary of the venerable Frontier College, the federal government – through Human Resources Development Canada – gave a gift of \$15 million to support the work of Frontier College across Canada. As part of that gift, Frontier College was able to evaluate and track the effectiveness of its work over the 5-year period.

The results of that evaluation are amazing. With just \$3 million over 5 years – \$12 million was put in an endowment to ensure that Frontier College thrives for years to come – Frontier College has managed to achieve some astounding success. Some highlights are: Frontier College recruited, screened, trained and supported more than 10,000 university students as volunteers; Supported more than 15,000 children, youth and adults through reading circles, homework clubs and one-to-one tutoring; and provided youth leadership training and on-the-job experience for more than 1,000 volunteers who helped manage the initiative as organizational team members. These young people are our leaders of tomorrow.

[Quote from (someone)...]

On May 10, Frontier College will publicly thank the federal government for their foresight in investing in Canada’s Frontier College. Frontier College volunteers will recount, first-hand, the remarkable impact of a \$3 million investment in Canada’s future.

Xxx, xx and xx are available for interviews with the media after the conference.

WHAT: Public thank you to federal government and other officials for gift to Frontier College

WHO: Senator Joyce Fairbairn
John O’Leary (President, Frontier College)
Xxx
Xxx

WHEN: Tuesday, May 10, 2005
10:30 AM

WHERE: Parliament Hill
130-S, Centre Block

(Ottawa)

VISUALS: photo opp with Frontier College volunteers

-30-

Literacy is an essential skill in today's world. At Frontier College, we believe it's a fundamental right. Low literacy skills are directly linked to poverty, poor health and high unemployment. Nearly one in four adult Canadians has trouble with everyday tasks that involve reading. That's millions of Canadians who are not reaching their potential. Through a network of thousands of volunteers, Frontier College is helping people to realize their potential and seize the opportunities that come their way.

For more information about Frontier College, or to arrange an interview, please contact:

Sandi Kiverago, Director of Communications

Frontier College: 416-923-3591, x318

Mobile: 416-841-1212

skiverago@frontiercollege.ca