



For Immediate Release

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On September 8th Kids Are Not the Only Ones Going Back to School

September 8th is International Literacy Day and also the first day of school – but not just for kids. Adults of all ages are looking to upgrade their literacy skills to improve their prospects and reach their potential at work, at home and in their communities.

On September 8th, join millions of Canadians in reaching their potential by taking the International Literacy Day Challenge. Practice life-long learning with these fun literacy activities:

- Turn off the TV and read a book, newspaper, magazine or online article
- Read a bedtime story to your children
- Learn a new recipe
- Add to a blog, Facebook, Twitter or other social media
- Sign up for a community course
- Update your resume

According to the International Adult Literacy and Skills Survey conducted by the OECD and Statistics Canada, four out of every ten Canadian adults have trouble with reading and writing, resulting in literacy levels below the desired threshold for coping with rapidly changing skill demands of the modern workplace.

Literacy organizations across Canada including ABC CANADA Literacy Foundation, Frontier College, Movement for Canadian Literacy and the NWT Literacy Council, encourage Canadians to bring literacy to life in their home, workplace and community.

For more information on International Literacy Day, visit the UNESCO website at

<http://www.unesco.org/en/literacy/advocacy/international-literacy-day/>

Canadians seeking to upgrade their literacy skills are encouraged to visit

<http://www.yellowpages.ca/business/00777960.html> for literacy programs nearest them.

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