



**17 December 2009**

*News Release*

*For Immediate Release*

## **Literacy organization aims to help feed bodies and brains**

The Victoria READ Society is celebrating the holiday season by launching a year-round campaign to collect donations of non-perishable food and new or gently-used books for local food banks and book-distribution projects.

The initiative, which is called **Feed the body. Feed the brain.** draws on the resources of the READ Society's community of parents, teachers, board members, community partners and friends to create a year-round stream of donations.

"As a non-profit agency serving children, youth and adults in our community, we wanted to find another way to support families," says executive director Claire Rettie.

READ teachers and staff chose to help feed both bodies and brains. "We know children and adults need to have their nutritional requirements met before they can learn and improve their literacy so pairing food and books makes sense," says Rettie.

Food and books will be collected at three of READ's four locations including those in Colwood, Sidney and at the main office in the Quadra Street village. The food will be distributed among local food banks. The books will be distributed through the Sooke Literacy Project and the Peninsula Collections for Early Childhood (PCEC) "1000 X 5" Children's Book Recycling Project.

Members of the public are invited to drop food or books at any of the following locations. Please call 250-388-7225 for hours of operation. More information can also be found on our website: [www.readsociety.bc.ca](http://www.readsociety.bc.ca).

- Colwood: Room 2001, West Shore Child, Youth and Family Centre – 345 Wale Road
- Quadra Street Village: 201-2631 Quadra Street
- Sidney: 302B - 9775 4th Street

### **About READ:**

READ, a non-profit, community-based organization has been working with children, youth and adults to improve their literacy, numeracy and basic skills since 1976. READ's professional



teaching staff offer individualized instruction of basic academic skills, including reading, writing and mathematics.

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