

Raise-a-Reader: You can help support literacy for all ages

By Bob McKenzie, Times Colonist September 28, 2011



Rugby Canada's Barbara Mervin and Jessica Dovanne.

Photograph by: Adrian Lam, timescolonist.com

For people who can easily read, whether for pleasure at home or to learn something new at work, they don't stop to think about what they're doing. It's a given.

For millions of other Canadians, it's a struggle. Perhaps as children they never got the help they needed with basic reading skills and now as adults they've learned to cope but are functionally illiterate.

You can make a difference by supporting Postmedia's Raise-a-Reader program. Your donations will help fund adult literacy programs as well as encourage strong reading habits for children.

Today in Victoria, and 26 other Canadian cities, dozens of volunteers will be at downtown street corners, gas stations and shopping plazas. We'll be giving away copies of the Times Colonist in exchange for a donation.

All the money you give us will go to literacy organizations on Vancouver Island. Last year alone, our team from the Times Colonist and our partners in the community raised more than \$250,000 (which includes proceeds from our annual book sale) for organizations that ranged from school libraries to the **Victoria READ Society**, from Ucluelet to Sidney.

Across Canada, Raise-a-Reader has raised \$17.5 million for family literacy programs since its national launch in 2002. So look for people in bright orange T-shirts downtown or at one of the participating Peninsula Co-ops this morning.

The money you donate will help more Vancouver Islanders learn to read.