



Project Literacy
CENTRAL OKANAGAN SOCIETY

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PRESS RELEASE:

New Friends of Literacy Membership raises needed funds for Literacy Programs.



Project Literacy is excited to announce the launch of our new **Friends of Literacy Membership**. The Friends of Literacy Membership Program invites individuals and businesses to become an active funder of needed literacy programs and initiatives in the Central Okanagan.

The Friends of Literacy Program has been gaining momentum since September and now has over 50 Founding Members. These are businesses and individuals who are dedicated to annually funding literacy in the Central Okanagan. Collectively this group of 51 individuals and 6 businesses has raised over \$8600.00.

Mosaic Books is a founding partner of the Friend of Literacy Program. As a partner, they are providing a 10% discount on all instore purchases to Friends of Literacy Members.

“Kelowna and the Central Okanagan are continuing to welcome more immigrants and refugees to our community, each year. As our immigrant populations grow, literacy programs will require wider community support to keep up with the demand,” says Paul Zurbier, Executive Director of Project Literacy.

According to the 2021 Census, 23% of people in Canada are either landed immigrants or permanent residents. In the Central Okanagan, with a population of 221,000, approximately 14.5% of the population (31,575) are immigrants, refugees, or new Canadians and 11.2 per cent are visible minorities.

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As a literacy charity, Project Literacy has been providing free literacy support to low-income Canadians, refugees, and new immigrants for 36 years. Project Literacy continues to be the only literacy focused charity in the Central Okanagan.

“We see the literacy gaps in the education system, we see the literacy gaps in the immigration system, and we see the literacy gaps in the workforce. We see this because we work directly with the many people who are coming to us for help”, says Paul Zuurbier. Each year, Project Literacy supports over 200 adults, 20 families and dozens of children in developing their literacy skills

The Friends of Literacy Membership is an ongoing, opportunity for businesses and members of the community, to help grow and support literacy in the Central Okanagan.

“As a volunteer-based charity, we have over 100 volunteers providing One-to-One tutoring in English, which is pretty rare these days,” says Paul Zuurbier. “This allows each learner to receive customized English lessons, which are exactly tailored to their learning level and needs.”

For more information of the Friends of Literacy Program, please visit our website here:

<https://projectliteracy.ca/donate/friends-of-literacy/>

Scroll to the bottom of the page to see a list of our founding members.

For more information, please contact:

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