

# News from *Read For Literacy*

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## ***Design for Literacy* Competition Names Winning Posters**

The Advertising Club of Toledo today honored the creators of seven posters that were among 28 entered into the Club's *Designing for Literacy* competition.

The competition, which was announced in March, challenged Ad Club members to create posters that would simultaneously increase awareness of illiteracy and low literacy as a social problem in Toledo and help recruit volunteer tutors for Read For Literacy.

The posters and their creators were recognized at a reception held at 4:30 at the main branch of the Toledo Lucas County-Public Library. The reception was sponsored by The Blade.

Debbie Toepfer and Jim Hauter of the Service Spring Corporation created the poster selected as the overall winner. The poster combined an image of a book and a growing plant in combination with the headline, "Plant a New Chapter."

Five other posters and their creators were named finalists. They include:

- Sara Meyer, of Insight Advertising group
- Jacqui Barchick, of Thread Information Design
- Steven Cobb, of Insight Advertising Group
- Peter Taylor, Lindsay Smith and Mark Minniear, of Stephenson & Taylor
- Ashley Digby and Bill Klatt, of the Insight Advertising Group

The finalist posters were selected by a committee comprised of six judges, including three named by the Advertising Club and three by Read For Literacy. The Ad Club-appointed judges were: Michael Seay, Marketing Director of Buckeye TeleSystem; Kathy Jex, President of In-House Communications and Susan Gdowik, Art Director for Roman Peshoff. RFL-appointed judges were tutors Steve Schaefer and Earllene Bond and RFL student Franklin Peacock.

In addition, the Board of Directors of the Advertising Club selected a seventh poster to receive a special award for excellence in design and communication. That award was presented to Joe Pinciotti of the Ulrich Pinciotti Design Group.

The winning posters will be reproduced by the Advertising Club for distribution by Read For Literacy to employers and religious institutions throughout Toledo.

The Blade has agreed to run the winning posters as advertisements.

The posters will be on display in the gallery at the main branch of the Toledo-Lucas County Public Library through July 1st. They will also be exhibited in various venues in Toledo during the next year, including the

Owens Community College Library, the Toledo Museum of Art's Community Gallery and the Hylant Group Inc. corporate headquarters at 811 Madison Ave., among others.

Sue Hague-Rogers, President of the Ad Club of Toledo, said, "The board of directors of the Advertising Club of Toledo undertook this project because we believe that literacy is a critical issue in Toledo.

"We thank our members for participating and we congratulate them on the outstanding posters that were created for the project."

"As professionals who work daily with words and images, we were glad to have the opportunity to help focus public attention on literacy and the need for tutors. We hope that Toledo area residents will respond to the posters by volunteering as Read For Literacy tutors."

Posters were submitted by Ulrich Pinciotti Design Group, Lourdes College, Service Spring Corporation, Rebecca Booth/Imagine That!, Erin Ink LLC, The Blade Marketing Department, Insight Advertising Group, Owens Community College, Jesse Mireles/Metro Parks of Greater Toledo, Todd Childers G.D., Madhouse Creatives LLC, The Lauerer Markin Group, Thread Information Design, Stephenson & Taylor and Bowling Green State University.

Jim Funk, RFL Director, said, "We thank the Advertising Club and its members for undertaking this project. As the posters are exhibited in various venues in Toledo throughout the coming year, the creativity of the area's advertising and design professionals will make a significant impact on low literacy and illiteracy in the Toledo area."

"We also thank The Blade for underwriting the reception and for agreeing to run the winning posters as advertisements on behalf of Read For Literacy."

Read For Literacy is the community's volunteer adult basic literacy agency. Through a network of 1,200 volunteer tutors, RFL each year provides tutoring to about 1,300 adults who cannot read or who want to improve their reading skills. The agency provides both adult basic literacy services for persons who cannot read or who read poorly and English as a Second Language tutoring for persons who want to learn to read and speak English.