

News from *Read For Literacy*

325 N. Michigan St.
Toledo, OH 43604
419-242-7323

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Literacy Posters produced in Advertising Club Design Competition to be introduced at Reception

Twenty-eight posters created in a poster design competition sponsored by the Advertising Club of Toledo will be introduced and their creators honored at a reception that will be held from 4:30 to 6:30 on Thursday, June 12 at the McMaster Family Learning Center at the Main library downtown.

The competition, *Designing for Literacy*, was sponsored by the Advertising Club of Toledo to develop posters that will encourage Toledo area residents to volunteer as Read For Literacy volunteer tutors.

The winning poster and five finalist posters will be revealed at the reception, which is being sponsored by The Blade.

The six winning posters will be reproduced by the Advertising Club for distribution by Read For Literacy to employers and religious institutions throughout Toledo. Read For Literacy will also arrange exhibitions of the posters throughout the Toledo area.

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

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. 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."

One or more posters was submitted by the following organizations: Ulrich Pinciotti Design Group, Lourdes College, Service Spring Corporation, Rebecca Booth/Imagine That!, Erin Ink LLC, The Blade, Insight Advertising Group, Owens Community College, Metro Parks of Greater Toledo, Todd Childers G.D., Madhouse Creatives LLC, The Laurer Markin Group, Thread Information Design, Stephenson & Taylor and Bowling Green State University.

Jim Funk, RFL Director, said, “According to the U. S Department of Education data, one in five city of Toledo residents, and about 13 % of Lucas County residents, read at or below what is termed a “basic” level. Individuals who read at or below this level are essentially functionally illiterate. They find it very difficult to find and keep employment, to help their children succeed in school and to generally navigate in our increasingly information-dependent society.”

“We thank the Advertising Club and its members for undertaking this project. Through it, the area’s creative community will make a real 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.”

The posters will also be exhibited in various venues in Toledo for the next year.

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 includes tutors Steve Schaefer and Earlene Bond and student Franklin Peacock.

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 as 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 wish to learn to read and speak English.

Because all of its tutoring is provided by volunteer tutors, RFL is a highly cost effective with an annual cost per student of just \$175.