



ABC Life Literacy Canada (formerly ABC CANADA Literacy Foundation) is a non-profit organization that inspires Canadians to increase their literacy skills. We mobilize business, unions, government and communities to support lifelong learning and achieve our goals through leadership in programs, communications and partnerships. ABC Life Literacy Canada envisions a Canada where everyone has the skills they need to live a fully engaged life.

The organization was launched in 1990 – International Literacy Year – by a group of business, labour and education leaders concerned about the social and economic effects of wide-spread literacy challenges among Canadian adults. Four out of 10 adult Canadians, age 16 to 65 continue to struggle with low literacy.

ABC Life Literacy Canada Programs Include:

Family Literacy Day – Created in 1999 with founding sponsor Honda Canada to promote the importance of reading and learning together as a family on a daily basis. Family Literacy Day is the largest national family literacy initiative in Canada. Every year on January 27, families and communities across the country celebrate this special day at literacy-themed events coordinated by literacy organizations, schools, public libraries and families.

Look Under LEARN – A national program, first launched in 1994, where advertisements direct adult learners to literacy organizations in their community, supported generously by The Yellow Pages Group™. Look Under LEARN has assisted tens of thousands of learners realize that they can get help to improve their literacy skills.

Training Matters – A publication (previously Canadian CEO) that showcases leadership in Canadian workplace literacy programs and inserted in Canadian Business, one of the top 20 influential magazines of all time.

Money Matters – A financial literacy program for adult learners across Canada. ABC Life Literacy Canada is currently looking for sponsors of the program, which would help adults enrolled in literacy programs make appropriate decisions about managing their personal finances, as well as increase confidence in dealing with money.

PGI National Office – ABC Life Literacy Canada manages PGI Canada, the national office of the PGI Golf Tournaments for Literacy – Founded by Peter Gzowski – which

annually hold tournaments in every province and territory and have raised more than \$10 million net in the past 24 years for literacy organizations across Canada.

Peter Gzowski Literacy Award of Merit – The annual award recognizes journalism excellence in raising public awareness about adult literacy and honours Gzowski’s remarkable work in this field. Past winners have included Darah Hansen, Vancouver Sun; Alex Shprintsen, CBC TV; Sean Fine, Globe and Mail; and Denise Donlon, Much Music.

Literacy at Work – A bi-monthly e-newsletter showcasing ABC Life Literacy Canada’s recent news, activities and important literacy issues.

Good Reads Books – A new three-year program partnering ABC Life Literacy Canada and publisher GrassRoots Press, Good Reads will publish twelve new fiction and non-fiction books written for adult learners by noteworthy Canadian authors.

Workplace Literacy B2B campaign - Our goal is to motivate and inform business and labour about the literacy cause and their role in it. Using the research data from DataAngel we will engage a targeted sector as part of our overall campaign to promote workplace literacy.

Life Literacy ambassadors – The Life Literacy Ambassadors program will help connect a more formal network of public support for adult literacy and life-long learning. Participation will involve various stakeholders including community literacy groups, the general public, government, business, sports and entertainment.

For more information, visit www.abclifeliteracy.ca