



## **An open letter to British Columbian's**

This letter is being written on behalf of the twenty-two per cent of adult Canadians who have serious problems reading any printed material as well as for another twenty-four per cent of Canadians who can only deal with simple reading tasks.

Think of how it would be to not be able to read this letter or to have difficulty calculating the dosage on a child's medicine bottle Unimaginable? Yet, true for more Canadians than one would think.

Low literacy levels are increasing in Canada. We have to reverse this trend in order to build healthy and vibrant communities. Our knowledge-based economy demands ever-higher literacy, numeracy and problem-solving skills yet we are losing ground. Shine A Light on Literacy has a long-term, far-reaching plan to reverse this trend. We are seeking your help and active participation to Shine A Light on Literacy.

The economic rationale is simple, higher literacy skills means higher education and higher education means higher income. Every additional year of education equates to an additional 8.3% on an individual's pay cheque. Literacy and prosperity are inseparable.

To succeed three things are necessary: Increase public awareness, increase funding and dramatically increase literacy programming. We have designed a product based marketing and communications program to simultaneously address all three elements. The program is based on the sale of 'Literacy Lights' - environmentally friendly hand crank flashlights that can also charge a cellular telephone. (They are really cool!)

We were inspired by Paul Newman's 'Newman's Own' line of salad dressings that have contributed over \$175 million to charity since 1982. We have designed a product-based marketing and communications strategy that can also be used to raise money for local non-profits, schools, charities and service clubs. Together we can work towards: "Keeping Profits in our Communities." Please visit our web site and find out how you can help us to 'Shine A Light on Literacy.'

Respectfully,

A handwritten signature in black ink that reads 'Joseph MacLean'.

Joseph MacLean  
Project Lead

**Buy a flashlight today and help a child learn how to read tomorrow.**

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