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Adult Literacy League celebrates International Literacy Day at Heart of Florida United Way campaign kick-off celebration

Orlando, Fla. (September 9, 2011) — The Adult Literacy League, the premier provider of literacy services and information in Central Florida, celebrated International Literacy Day at the Heart of Florida United Way 2011-2012 campaign kick-off today.

The League is one of 108 nonprofit organizations in Central Florida to receive funding through Heart of Florida United Way. The League received \$90,000 in competitive grant funding which will support the organization's financial stability programs to help adults develop the basic skills of opening a bank account, saving for the future and using credit wisely. The program is a part of the improving financial stability initiative, which is one of the four key investment areas identified in United Way's campaign for 2011-2012.

"To ensure financial stability, it is not enough to provide scattershot, one-time-only financial literacy workshops and expect to impact either the individual or the community," said Joyce Whidden, executive director of the Adult Literacy League. "Studies show that what you earn is directly proportional to what you can learn. And learning depends on acquiring functional literacy and the possibility of earning a high school diploma, GED or to transition into post-secondary education. We can help adults achieve their goals of learning to read so they can improve their literacy skills and become better workers, engaged parents and fully participating citizens in our community."

Throughout the month of September, which is International Literacy Month and Florida Literacy Month, the Adult Literacy League will run a campaign asking friends and neighbors to become 110% ALL for Literacy. The purpose of the campaign is to raise funds and awareness for literacy services in Central Florida, where 1 in 5 adults struggle to read and speak English. To volunteer or give a donation to literacy, visit www.adulteracyleague.org.

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The Adult Literacy League is the largest nationally-accredited literacy organization in Florida. For over 42 years, the League helped thousands of adults get jobs, become U.S. citizens, and gain financial self-sufficiency. The organization provides one-to-one tutoring, classes and family literacy programs in Orange, Seminole and Osceola counties. Last year, the League served 1,400 adult learners and over 300 low-income preschool children through its adult and family literacy programs.

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