



FOR IMMEDIATE RELEASE

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Atlantic Ministers Promote Literacy Champions

September 7, 2012 – Atlantic ministers responsible for adult literacy, consisting of the Honourable Joan Burke of Newfoundland and Labrador, Minister of Advanced Education and Skills; the Honourable Allen F. Roach of Prince Edward Island, Minister of Innovation and Advanced Learning; the Honourable Martine Coulombe of New Brunswick, Minister of Post-Secondary Education, Training and Labour; and the Honourable Marilyn More of Nova Scotia, Minister of Labour and Advanced Education, will continue their commitment to promote adult literacy on September 8th by launching a series of posters highlighting literacy champions from the four Atlantic provinces. These posters are being launched to commemorate and celebrate International Literacy Day, to recognize the importance of strong literacy skills to individuals, communities, economies and societies.

The posters will highlight literacy learners and business owners who have supported learning at work in the “I did it. You can too!” and “We did it. You can too!” awareness campaign. Learners share their stories to encourage others to develop literacy skills, while employers stress the benefits of creating a supportive learning environment for employees. To view the Atlantic posters, visit the CAMET website at www.camet-camef.ca.

Ministers of education and training are delighted to showcase many learners who have taken the necessary steps and commitment to better their skills and contribute to their community. They recognize the resolve and the determination of these individuals to personally define and accomplish their goals. The ministers of education and training are also grateful for the many businesses in Atlantic Canada who are making significant investments towards their employees to upgrade their skills, and recognizing that these investments and training opportunities will assist the businesses in meeting their future labour market needs.

The launch of this campaign supports the activities to promote literacy outlined in the Council of Atlantic Ministers of Education and Training (CAMET) Action Plan: *Key to Learning and Path to Prosperity*. Strong literacy skills have been proven to have a profound impact on people’s lives: parents are able to read to their children and help with homework; patients can read and comprehend prescription labels; workers are able to adapt to change in the workplace because they have skills to read manuals, including health and safety materials; employees benefit from longer and better employment; families are able to access benefits because they can understand the information given to them about such programs.

CAMET is an agency of the Council of Atlantic Premiers (CAP), and its purpose is to enhance cooperation in public (Entry–12) and post-secondary education in Atlantic Canada by working together to improve learning, optimize efficiencies and bring added value to provincial initiatives.

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