

September is Literacy Month in B.C.!

Campaign raises awareness and critical funds to support community literacy programs across the province

September 2023 – VANCOUVER – **Decoda Literacy Solutions and community literacy groups are partnering to celebrate the 10th annual BC Literacy Month in September.**

Mayors and city councils from across the province proclaim [Literacy Month](#) in September and BC landmarks light up in purple on September 8th to celebrate International Literacy Day. BC's provincial organization encourages everyone to #PutOnYourPurple in support of literacy programs in BC. The Literacy Month theme is "Literacy connects us!" Literacy connects us at home, at work and in the community.

"Decoda supports programs across the province that help increase the literacy and learning skills of children and families, adults and seniors. Literacy connects us at home, at work and in the community to improve quality of life," said Sandra Lee, executive director at [Decoda Literacy Solutions](#). "There is a direct relationship between low literacy levels and poverty. Stronger literacy skills have a ripple effect to improve people's job opportunities, future education opportunities, health, civic participation, community connections – and improve their family's literacy."

B.C. Literacy Facts

- More than 700,000 people in BC struggle with literacy challenges.
- 45% of British Columbians aged 16 to 65 may have difficulty understanding newspapers, following instruction manuals, reading health information and other daily living tasks.
- 52% of British Columbians aged 16 to 65 may have difficulty calculating interest on a car loan, using information on a graph, calculating medicine dosage and other daily living tasks.
- 10.5% or 4,302 kindergarten children in all School Districts in BC were vulnerable on the Language & Cognitive Development scale of the Early Development Instrument in 2019-2022, and an additional 11% are at risk.
- A parent's literacy involvement in their children's activities matters for developing young children's literacy skills.

Literacy Month activities and fundraising campaign

Stay tuned for radio and television PSAs aired on CBC, exclusive broadcast media sponsor of September is Literacy Month.

On September 27, corporate and community teams will join Dan Burritt, host and producer of CBC Vancouver News at 11, for the [Team Trivia Challenge](#) fundraising event – live at [The Butcher & Bullock Public House](#) at 911 W. Pender St., Vancouver.

The 10th annual [Literacy Month](#) is presented by [First West Credit Union](#) and its four locally known and trusted divisions: Envision Financial, Valley First, Island Savings and Enderby & District Financial. The divisions of First West Credit Union will generously match each gift made to the 2023 Decoda Literacy Team Trivia Challenge dollar-for-dollar up to \$10,000.

Throughout September, activities include a social media campaign, a Literacy Month Activity Calendar, a #Connect4Lit23 Literacy Month Activity Photo Contest draw and the [“Socks for literacy!” campaign](#) sponsored by [Blue Sky Clothing Co.](#)

Check local literacy organizations and libraries to find out about Literacy Month activities in your community!

About Decoda Literacy Solutions

Decoda Literacy Solutions is BC’s literacy organization. We support community-based literacy programs and initiatives in over 400 communities across BC by providing resources, training and funds.

Our work supports children and families, youth, adults, Indigenous and immigrant communities to help build strong individuals, strong families and strong communities.

Visit [Decoda.ca](#) anytime to:

- view online [literacy resources](#),
- borrow book by mail from the [Decoda Literacy Library](#),
- stay current on literacy resources and research with our [Read All About Lit](#) blog,
- access [training](#) webinars and workshops,
- [make a donation](#) to the Decoda Literacy Foundation,
- find a literacy outreach coordinator in your community on the [program map](#) .

end

WHEN September 2023

WHERE Province-wide

ONLINE [www.decoda.ca](#) [Facebook](#), [Twitter](#) and [Instagram](#) @decodaliteracy

HASHTAGS #LiteracyConnectsUs #PutOnYourPurple

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