

Decoda celebrates Literacy Month in September

Campaign raises awareness and critical funds to support literacy programs in more than 400 BC communities

September 2022 – VANCOUVER – **Decoda Literacy Solutions and community literacy groups are partnering to celebrate the 9th annual Literacy Month in September.**

More than 700,000 people in BC struggle with literacy challenges. Decoda Literacy Solutions is encouraging everyone to #PutOnYourPurple in support of literacy programs in BC. These programs help increase the literacy and learning skills of children and families, youth, adults and seniors to improve their quality of life at home, at work and in the community.

The 9th 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. Throughout September, the divisions of First West Credit Union will match donations dollar for dollar, up to \$10,000.

On September 21, corporate and community teams will join Dan Burritt, host and producer of CBC Vancouver News at 11, for the Team Trivia Challenge – live at The Yaletown Distillery at 1131 Mainland St., Vancouver. Stay tuned for radio and television PSAs aired on CBC, exclusive broadcast media partner of Literacy Month in September.

Other activities include a contest and the “Socks for literacy!” campaign sponsored by Blue Sky Clothing Co. 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.

Literacy Connects Us!

“I love the theme ‘Literacy connects us!’ for BC Literacy Month,” says Sandra Lee, executive director at Decoda Literacy Solutions. “Literacy in all its forms helps us connect to each other, to our communities and to better opportunities. I can’t wait to connect with literacy supporters at the Team Trivia Challenge to help create awareness and raise funds to support literacy programs across BC. And stock up on literacy socks!”

Examples of how literacy connects us:

At home

- Literacy connects us to health. Canadians with stronger literacy skills enjoy better health. Literacy skills help us find, understand and use health information.

- Literacy connects us to our kids. Having books and reading together at home helps develop children’s literacy.
- Literacy connects us **to better finances**. Strong numeracy skills help us manage our money.

At work

- Literacy connects us to employment. People with strong literacy skills have more job opportunities and can earn more money.
- Literacy connects us to health and safety. Strong literacy skills help keep us safe at work.
- Literacy connects us to learning. People with stronger literacy skills are more likely to participate in adult education and job-related training.

In the community

- Literacy connects us to civic engagement. Canadians with strong literacy skills are more likely to vote and volunteer.
- Literacy connects us to others. Literacy skills help us communicate, participate and feel included.
- Literacy connects us to our rights. Literacy helps us understand our rights and responsibilities. It helps us understand what to do in legal proceedings.
- Literacy connects us to the digital world. Digital access and skills allow people to fully participate in society.

About Decoda Literacy Solutions

Decoda Literacy Solutions is BC’s literacy organization. Our vision is a BC where everyone has the literacy skills they need.

Visit Decoda.ca anytime to find online [literacy resources](#), access the [Decoda Literacy Library](#) to borrow books by mail, read the [Read All About Lit](#) blog to stay current on literacy resources and research, find [training](#) webinars and workshops, [make a donation](#) to the Decoda Literacy Foundation or find a literacy outreach coordinator in your community on the [program map](#) .

WHEN September 2022

WHERE Province-wide

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

For more information contact:

Trish Weatherall, Communications Coordinator
tweatherall@decoda.ca
 604-681-4199 Ext. 401