



Media Advisory

- Who:** Edward Shakes, Executive Director Jamaican
Foundation for Lifelong Learning
- Invites your partnership in publicising the marquis event to mark Jamaica's observance of International Literacy Day**
- What:** Launch of a poster and essay competition under the international theme: ***Literacy is the best Remedy***
- When:** TODAY, Monday, September 8, 2008 [International Literacy Day] 3:00 -4:00 p.m.
- Where:** The Conference Room - Jamaica Employers' Federation 2A Ruthven Road Kingston 10. [Tel. 926-6762]
- Speaker:** ***Mr. Paolo Fontani*** Education Programme Manager UNESCO's Office for the Caribbean
- Background:** This activity also serves as the kick off of the inaugural observance of the period September 7-October 4 as National Literacy and Lifelong Learning Month under the National Theme: ***TRANSFORMING A NATION THROUGH LITERACY.***
- The objectives for the month's activities are, inter alia to:
1. Promote an awareness of the importance of Literacy in national development
 2. Extend literacy practitioners' knowledge of effective literacy practices
 3. Build synergies and establish partnerships among literacy interest groups
 4. Support UNESCO'S Literacy Decade (2003-2012)

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