

## **NPES PARTNERS TO SUPPORT LITERACY CAMPAIGN**

Recognizing the importance of literacy to the future of the nation and the graphic communications industry, NPES has joined with ProLiteracy Worldwide to promote programs that raise awareness and improve adult literacy. The new alliance was unveiled at GRAPH EXPO® and CONVERTING EXPO® 2003 with information in the NPES booth, a presentation by ProLiteracy's President Robert Wedgeworth during the show's Career Awareness Day program for high school students and a show tour for ProLiteracy executives.

"NPES and ProLiteracy are natural partners," said Bethel House Kogut, ProLiteracy's Vice President, Corporate Communications "Simply put, both organizations understand the importance of the printed word. Despite the pervasiveness of other media like radio, television, and the World Wide Web, people still need to be able to read effectively in their daily lives."

The partnership between NPES and ProLiteracy grew out of a relationship between the literacy group and Standard Duplicating Machines Corporation, Andover, Massachusetts, parent company of NPES member Standard Finishing Systems. Standard had been a long-standing supporter of both ProLiteracy Worldwide and its regional affiliate, The Eastern Massachusetts Literacy Council. Standard executives, including NPES Chairman David Reny and his brother Steven, are active in the organization and introduced ProLiteracy to NPES.

After the launch activities at GRAPH EXPO and CONVERTING EXPO, the relationship will include special promotions through the two organizations' web sites, in-kind support through provision of printing and related services, additional communications to NPES members, and further cooperative ventures to be developed by the partners.

Kogut notes that the missions of NPES and ProLiteracy Worldwide "dovetail nicely. It is no longer possible in the U.S. to provide a good living for one's self--or family--without being able to read and write adequately."

NPES President Regis J. Delmontagne called the new alliance "exactly the kind of cooperative effort we need not only to build and preserve print's role in our society but to help print media contribute to our greater national well-being."

Volunteers are needed by literacy programs all across the country. Find out more by visiting the ProLiteracy Worldwide web site at [www.proliteracy.org](http://www.proliteracy.org) or contact NPES Director of Communications and Marketing Carol Hurlburt at 703/264-7211 or by e-mail to [churlbur@npes.org](mailto:churlbur@npes.org).