



FOR IMMEDIATE RELEASE:
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NATIONAL LITERACY AWARENESS WEEK happening January 30—February 4, 2012
2012 NLAW theme: "Awareness to Action: Literacy through a Multicultural Lens"

CHAPEL HILL, NC—Various activities to commemorate the 2012 National Literacy Action Week (NLAW), a nationwide event where campus literacy programs join together to raise awareness about literacy and create change on their campuses and in their communities, will happen across North Carolina and the country from January 30—February 4, 2012.

Coordinated by the Student Coalition for Action in Literacy Education (SCALE)—which mobilizes college students and campus-based programs to address nationwide literacy needs through partnerships between campuses and communities, supports campus-based literacy programs locally and nationally, and develops leaders who are agents of social change—NLAW is a nationwide organizing initiative that raises awareness about literacy and literacy activism. By educating our communities; promoting literacy organizations' activities; and illuminating the connections between literacy and other social justice issues, such as racism, poverty, sexism, immigration, health needs, and beyond; NLAW draws national attention to important literacy issues.

Additionally, NLAW endeavors to facilitate change in our communities through addressing social justice issues in our local communities and college/university campuses; advocating for changes in local schools; lobbying local, state, and national elected officials to commit more resources for literacy initiatives; and inspiring decision-makers to embrace policies and practices that positively benefit learners and lead to greater justice and equality.

“NLAW is an opportunity for students to connect with a national advocacy effort and see how their local endeavors have a larger impact nationwide,” said Megan McCurley, Executive Director for SCALE.

There are a series of NLAW Events throughout North Carolina and across the country designed to engage communities in advocacy and social justice. To find an event in your area, please see <http://www.readwriteact.org/nlaw2012participants>.

To participate in National Literacy Action Week and to support SCALE, please see www.readwriteact.org/nlaw or email scale@unc.edu.

There are a series of NLAW Events in the triangle that are designed to engage the community in advocacy and social justice.

January 30th – February 4th

Social Media Campaign

Durham Literacy Center & The Literacy Council of Wake County

These groups will disseminate quotes and literacy facts to promote the advocacy goals of NLAW!

Tweet literacy and social justice facts with the #NLAW hashtag and follow us at @readwriteact to get involved.

January 30th – February 4th

Book Drive

America Reads of UNC-CH Tutors

These UNC-CH students will be collecting books in the Chapel Hill/Carrboro area to donate to community youth. Please see readwriteact.org for a list of donation sites.

January 31st & February 2nd, 10:40 am Break

Voter Registration Drive at North Carolina Central University (NCCU)

Kappa Alpha Psi- Alpha Kappa Chapter (NCCU)

Members of this chapter will circulate the “hot spots” on NCCU’s campus to register voters. Students will also be educated on how their vote impacts the election of State legislators who determine the University’s budget.

February 2nd, 6:00 – 8:00 pm

African American Read-In at the Campus Y, Main Room

Orange County Literacy Council

The AmeriCorps members of OCLC and UNC’s Project Literacy are hosting the 23rd annual National African American Read-In.

February 2nd, 6:30 pm

Community Read-In at Hargraves Community Center

Blue Ribbon Mentor-Advocate, CHHS

Students and their mentors, along with other community members, will attend an evening of reading. Bring books of your own and also leave with a new one!

February 2nd, 6:30pm

Savage Love Life at Memorial Hall

Author Dan Savage, prominent LGBTQ rights activist will host a program where students can submit questions. This is free for all UNC students.

www.thestranger.com/seattle/SavageLove

January 30th – February 3rd

Youth Voter Registration

American Civil Liberties Union, UNC-CH Law Chapter

UNC-CH Law students will visit local high schools to educate students about voting rights and to register students who will be 18 by the next election.

February 4th, 11:00 am – 2:00 pm

NLAW Virtual Conference

Student Coalition for Action in Literacy Education (SCALE)

Attend our free online conference! SCALE will host four 50-minute sessions to engage the audience about student engagement in social action activities surround adult and youth literacy. We have a distinguished panel of presenters including:

- Taiyyaba Qureshi: Attorney Fellow for Educational Advancement and Fair Opportunities at the UNC School of Law Center for Civil Rights;
- Scott Ganske: Education Director, Youth Service America;
- Jackie Taylor: Technology Coordinator & Advocacy Chair at the National Coalition for Literacy; and
- Megan McCurley: Executive Director, SCALE.