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Press Release

THE PATH IS SET FOR EDUCATION WEEK 2011 AS READ ACROSS JAMAICA LAUNCHES ITS 7TH ANNUAL BUS TOUR

Washington, DC, April 1, 2011 – The Read Across Jamaica Foundation, in collaboration with Coalition For Jamaica (CFJ) and Ministry Of Education, Jamaica (MOE) will launch their annual island-wide Bus Tour 2011 during Education Week, May 1-7, 2011 where the theme will be “Education is the Key”. The team will visit schools island wide (St. Catherine, Manchester, St. Elizabeth, Clarendon, St. Mary and St. Ann).

“Read Across Jamaica Literacy Project,” a program created and introduced by Ja’nice Wisdom to help promote literacy in Jamaica supports the VISION 2030 Goals set by the Ministry of Education, and seeks to achieve 100 percent literacy at the primary level by facilitating literacy efforts. The growth and success of this program has sprung up in many classrooms across the island with the declaration of Read Across Jamaica Day (celebrated on Tuesday, May 3).

During Education Week, Literacy Ambassadors will be joining local volunteers to serve many communities in Jamaica as part of the island-wide Read Across Jamaica Bus Tour. During the stops, Literacy Ambassadors will read, recite and encourage students to better understand and appreciate family, diversity and global community needs through the education and entertainment that reading provides. Schools will also receive a donation of books and teacher resources collected from abroad.

“We call it “edu-tainment”. We love the concept that the influences of our guest Artist and readers provide through storytelling, poetry and song. It is a testament to life goals, the lessons we learn while trying to achieve them and the struggles we overcome. This year, Guest Reggae Artist Mechado will serve as our Literacy Ambassador from Philadelphia, Pennsylvania. The importance of bringing education and entertainment together in this forum is that we unconsciously increases the knowledge children and empower them to make better choices.

Since 2004, the Read Across Jamaica Literacy Project has served over 20,000 students and provided over 47,000 books and supplies to children in Jamaica.

To find out more about sponsorship, serving as a local volunteer or Literacy Ambassador, contact: Gavin Palmer, Coordinator at (678) 428-3758 email: gpalmer2u@aol.com Hopeton Brown at (215) 888-8432 email: phillylinkup@yahoo.com or Ja’nice Wisdom (301) 672-4133 email: readacrossja@aol.com

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*The Read Across Jamaica Foundation (RAJ) is a 501c3 nonprofit organization whose mission is to introduce creative and interactive methods of reading to children and encourage them to enjoy literature as an aid to changing future disparaging lifestyles affected by illiteracy. **READ * RECITE * ENCOURAGE.***