



Literacy Foundation
Fondation pour l'alphabétisation

February 23, 2009

Dear Mr. Marwood:

ABC CANADA Literacy Foundation would like to thank EcoMedia Direct Inc. for supporting Family Literacy Day (FLD) 2009, specifically for your generous support of outdoor media space.

This year we organized the first-ever Family Literacy Day World Record Attempt, which was a huge success. More than 106,000 Canadians sent in documentation after taking part in the 24-hour event in the hopes to get into the *Guinness Book of World Records*. We anticipate that we will break the existing record of 78,791, which was set in the United States in 2006.

Literacy is a tool that opens up a world of opportunities to an individual. It is also something that many of us take for granted. Unfortunately, millions of adult Canadians struggle with literacy. Family Literacy Day, through the participation of thousands of Canadians, aims to increase awareness on this important issue and provide direction to those who are looking for assistance. It is because of your support that ABC CANADA is able to help thousands of Canadians each year.

We hope you enjoy some of the items used this year to promote FLD 2009. Again, we appreciate your continued support and look forward to working with you in the future.

Sincerely,

Margaret Eaton
President

Rina Khosla
Director, Marketing and
Partnerships