



## PRESS RELEASE

For immediate release

### ***I Don't Give Up, I'm a Winner! bursaries: Recognizing the inspiring paths taken by adult learners, five times rather than once***

**Montreal, February 17, 2014** – Do you know an adult learner who has shown determination and courage in undertaking literacy or basic training? Once again this year, Desjardins Foundation and the Literacy Foundation are proud to offer a \$1,000 bursary to each of five adult learners who have shown outstanding perseverance and determination and have each followed paths that can inspire other adults wishing to upgrade their reading and writing skills.

“Desjardins Foundation makes education its priority by promoting knowledge as a way of contributing to the advancement of society and helping people achieve their full potential,” stated Louise-Marie Brousseau, General Manager of Desjardins Foundation. “That is why it is renewing its commitment to the *I Don't Give Up, I'm a Winner!* contest for a fourth year.”

“The success of the last edition, in terms of both the number of nominations received and the quality of the nominees, confirms to us how essential it is to underscore the importance of lifelong learning,” stated Diane Mockle, Chief Executive Officer of the Literacy Foundation. “It is our duty to recognize the will and courage of these adults. These are citizens, parents, workers and friends who decide to acquire better tools so as to participate fully in society.”

#### **Application period now open**

Trainers, teachers and other respondents working in the field of literacy training and basic training have until May 30, 2014 to submit applications on their learners’ behalf.

To be eligible, candidates must:

- be aged over 16 and be residents of Quebec;
- have been enrolled in literacy or basic training in an adult education centre, community organization or corporate basic training program between January 1, 2013 and May 30, 2014;
- have attained a personal or professional goal with respect to completing this training;
- have followed a path that may serve as a model for other adults wishing to return to training in order to upgrade their reading, writing and arithmetic skills.

The registration form is available online at [fondationalphabetisation.org/en/bursaries](http://fondationalphabetisation.org/en/bursaries).

The *I Don't Give Up, I'm a Winner!* bursaries will be awarded in September 2014.

#### **About Desjardins Foundation**

Well known for distributing more university bursaries than any other non-profit organization in Quebec, Desjardins Foundation encourages research, training, acquiring skills and employability. As a component of Desjardins Group, Canada's leading co-operative financial group, the Foundation has in over 40 years of existence awarded more than \$15 million to 10,000 bursary recipients in Quebec and Ontario. In addition to offering scholarship programs, Desjardins Foundation manages philanthropic partnerships, primarily major fundraising campaigns of university foundations and teaching hospital foundations. It also offers awards to recognize community involvement and volunteering efforts by officers, employees and members, in all regions of Quebec. To find out more, consult [www.desjardins.com/en/fondation](http://www.desjardins.com/en/fondation).

#### **Literacy Foundation**

Founded in 1989, the Literacy Foundation is a non-profit organization whose mission is to support adults and children so they can develop their ability to read and write and participate fully in society.

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