

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 16, 2015 – 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 Diane Derome, 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 fifth year.”

“The success of the last edition, in terms of both the number of nominations received and the quality of the nominees, is proof positive of the importance of lifelong learning, and meeting the challenges posed by a training approach in finally attaining one's goal,” stated Diane Mockle, Chief Executive Officer of the Literacy Foundation. “It is our duty to recognize the strength of will and the courage of these adults. These are citizens, parents, workers and friends who decide to acquire better tools so as to participate fully in society.”

Nomination period now open

Trainers, teachers and other respondents working in the field of literacy training and basic training or individuals wishing to underscore the outstanding training paths taken by someone close to them have until May 29, 2015 to nominate learners.

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, 2014 and May 29, 2015;
- 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
www.fondationalphabetisation.org/en/services-for-adults/idguiaw-bursaries.

The *I Don't Give Up, I'm a Winner!* bursaries will be awarded in September 2015.

About Desjardins Foundation

Since its inception in 1970, Desjardins Foundation, a charitable organization focussed on education, has awarded \$16M in bursaries and prizes to 11,000 students in Quebec and Ontario. As a component of Desjardins Group, the leading cooperative financial group in Canada, the Foundation also recognizes the community involvement and volunteer work of its officers, employees and members across Quebec and Ontario. For more information, go to www.desjardins.com/foundation.

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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