



CITY OF COSTA MESA

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FROM THE OFFICE OF THE CITY MANAGER

PRESS RELEASE

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Costa Mesa, California – Mayor Eric Bever Calls For Businesses, Community Organizations and Individuals to Volunteer for the Talking Page Literacy Program

Mayor Eric Bever is calling for businesses, community organizations and individuals to join Talking Page Literacy Program to help stamp out illiteracy in Costa Mesa as part of the National Illiteracy Action Project 2007-2012. With 80% of the funding provided by Office Depot, the focus of the program is to enroll a task force of community organizations, businesses and individuals to provide literacy tutors to children as well as adults throughout the community. It is estimated that 90 million Americans are functionally illiterate. Illiteracy means an individual's inability to read, write and speak in English.

The nationally recognized Talking Page(TM) Literacy Organization was founded by Martin Chekel. This 501C3 non-profit association based in Newport Beach is the lead agency in the National Illiteracy Action Project and offers a new method that teaches students to write, spell and read English in 52 lessons. It is based on Neurolinguistics, the scientific study of how the human brain learns and processes oral and written language.

Talking Page will coordinate community collaborations to provide training and materials for volunteer literacy tutors citywide. Tutors will work with students as well as adult workforce participants. Participation by businesses, community and faith organizations and volunteers from Costa Mesa and surrounding communities is vitally needed to provide facilities, classrooms, tutors and support for the program.

One volunteer per every five students is needed. Volunteers with a background in education, counseling, public safety and/or parenting are preferred. Ideally the volunteers will work in their own neighborhoods. A commitment of three to six hours a week is required.

"The social impact of illiteracy is wide sweeping affecting the community as a whole and costing businesses and taxpayers an estimated \$20 billion annually" says Mayor Bever. If you and/or your organization or business would like to get involved, please contact Herracia Brewer at Talking Page. For details on the National Illiteracy Action project, visit the Talking Page(TM) Literacy organization's website at www.talkingpage.org.

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