

COMMITTEE OF THE WHOLE DECEMBER 1, 2009

PROCLAMATION REQUEST
FAMILY LITERACY DAY – JANUARY 27, 2010

Recommendation

The City Clerk recommends:

- 1) That January 27, 2010 be proclaimed as "Family Literacy Day"; and
- 2) That the proclamation be posted on the City's website and published on the City Page Online.

Contribution to Sustainability

N/A

Economic Impact

N/A

Communications Plan

The Corporate Communications Department posts proclamations issued by the City on the City's website under "Events – Proclamations" and on the City Page Online.

Purpose

To respond to the request received from the President, ABC CANADA Literacy Foundation.

Background - Analysis and Options

The correspondence received from the President, ABC CANADA Literacy Foundation is attached. (Attachment 1)

The proclamation request meets the City's Proclamation policy, as follows:

"That upon request, the City of Vaughan issue Proclamations for events, campaigns or other similar matters:

- (i) which are promoted by any organization that is a registered charity pursuant to Section 248 of the Income Tax Act"

ABC CANADA Literacy Foundation launched in 1990 is Canada's private-sector voice championing of adult literacy. The Foundation created Family Literacy Day in 1999 to increase public awareness of the importance of adults and their children enjoying learning activities together, thereby increasing their chances to succeed at home, at work and in the community. The Family Literacy Day theme in 2010 is *Sing for Literacy* and citizens are encouraged to attend events planned in the community and support the literacy cause.

Relationship to Vaughan Vision 2020/Strategic Plan

This report supports the strategic priorities established by Vaughan Vision 2020, in particular "Enhance and Ensure Community Safety, Health and Wellness".

Regional Implications

N/A

Conclusion

Staff is recommending that January 27, 2010 be proclaimed as "Family Literacy Day", and that the proclamation be posted on the City's website and the City Page Online.

Attachments

Attachment: Correspondence received from ABC CANADA Literacy Foundation, dated October 16, 2009

Report prepared by:

Connie Bonsignore, Administrative Assistant to the City Clerk

Respectfully submitted,

Jeffrey A. Abrams
City Clerk

Bonsignore, Connie

From: Nolis, Roula
Sent: Tuesday, October 20, 2009 2:24 PM
To: Bonsignore, Connie
Cc: Abrams, Jeffrey
Subject: FW: Support Family Literacy Day on January 27

Connie, as per Mayor Jackson's request, I am forwarding the following proclamation. Please handle accordingly.

Thank you,

Roula Nolis
Mayor's Office
City of Vaughan
ext. 8834

From: FLD @ ABC Canada <fld@abc-canada.org>
To: info@abc-canada.org <info@abc-canada.org>
Sent: Fri Oct 16 14:49:51 2009
Subject: Support Family Literacy Day on January 27

Hello,

On January 27, 2010, thousands of Canadian families will celebrate Family Literacy Day®. The annual initiative encourages reading and learning together as a family to improve literacy levels of all Canadians. ABC CANADA Literacy Foundation invites you to officially recognize the day in your community by proclaiming January 27 as Family Literacy Day. An official recognition of January 27 as Family Literacy Day will serve to underscore your commitment to an issue that is important to your community.

ABC CANADA created Family Literacy Day in 1999 with the generous support of founding sponsor Honda Canada to increase public awareness of the importance of adults and their children enjoying learning activities together on a regular basis. In doing so, both child and adult are better prepared to succeed in a world of increasing literacy challenges at home, at work and in the community. By raising awareness of the need of ongoing literacy-building and learning, Family Literacy Day makes its contribution to addressing the reality of how low literacy affects more than 40 per cent of adult Canadians.

Last year we celebrated 11 years of Family Literacy Day by holding a nation-wide Guinness World Record Attempt for "Most Children Reading With an Adult, Multiple Locations". Exactly 119,405 Canadians were documented reading in this attempt, which resulted in Canada breaking the record! In total, nearly 290,000 Canadians celebrated Family Literacy Day.

This year, the Family Literacy Day theme is *Sing for Literacy*. ABC CANADA encourages you to attend your local event and support the literacy cause by singing with your community. For a listing of events in your area, please visit <http://www.abc-canada.org/en/flid/2010/>.

Please find attached a sample template of the proclamation. If you would like additional information or logos, please visit <http://www.FamilyLiteracyDay.ca>.

Thank you in advance for supporting this national initiative whose objective is to encourage Canadians to building a tradition of lifelong learning.

Sincerely,

Margaret Eaton
President, ABC CANADA Literacy Foundation