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FOR IMMEDIATE RELEASE

RAISE FOUNDATION LITERACY CAMPAIGN DONATES 125,000 BOOKMARKS TO SCHOOLS AND LIBRARIES IN SOUTHERN CALIFORNIA, INSPIRING STUDENTS TO READ MORE

Los Angeles, California – As a new school year gets underway, many students are using colorful new bookmarks donated by the RAISE Foundation. The goal of the bookmarks is to encourage reading amongst young patrons in primary, secondary and post-secondary schools.

The bookmarks are a response to a 2004 study by the National Endowment for the Arts that showed the number of non-reading children and adults increased by more than 17 million between 1992 and 2002. Printing Industries Association, Inc. of Southern California (PIASC) felt the need to help address the situation. Thus in 2004, the RAISE Foundation launched a Literacy Campaign to promote the importance of reading specifically among young people.

As part of RAISE’s Literacy Campaign, PIASC holds a bookmark design competition each year for college graphic arts and design students in Southern California, with the winning design being selected as that year’s bookmark.

The rules are simple: The student must design a bookmark with a lively design that young people—as well as adults—will find attractive and make them aware of the importance of reading. The bookmark must be original and include the slogan “Read, Read, Read...the more you read, the more you know; and the more you know, the smarter you grow!” The best utilization of the slogan and element of design, sometime with minor modification, is then printed and distributed to libraries and schools throughout Southern California. Moreover, the student who designs the winning entry receives a credit line on the bookmark.

Since 2004, PIASC has distributed approximately 2 million bookmarks to more than 350 public libraries and 80 elementary and middle schools throughout the region. And the print runs keep growing. More than 200,000 bookmarks have been requested just this year alone.

PIASC’s RAISE Foundation Literacy Campaign continues to grow and expand over the years. The bookmarks remind young readers and adults alike to continue to read and, as a by-product, to anticipate a new bookmark each year with a fresh and trendy design.

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