



PGI—NB—2003

#1 tournament in 18 year history

The Peter Gzowski Golf Tournament for Literacy was held at the Moncton Royal Oaks Estates and Golf Course on August 28th. One hundred and eighty golfers played the 18 hole course raising \$135,000 in support of literacy programs .

The organizers of the tournament, the PGI Cabinet, are corporate leaders in the province. It is their efforts and the support team of the Atlantic Lottery Corporation that made this tournament the most successful in Canada.

President and CEO of Atlantic Lottery, Michelle Carinci, chaired the PGI Cabinet. A lover of golf and books she mirrors the enthusiasm of the beloved celebrated broadcaster

Peter Gzowski. Gzowski founded the PGI in 1986 after a gathering of friends played Gzowski's home course, The Briars, in Suten, Ontario. The tournaments grew from there and now are held in every province and territory.

What began as Gzowski's pledge to raise a million dollars for literacy turned into a legacy of more than seven million dollars with supporters banding to these popular events every year.

The PGI NB 2003 was a sold out event. Michelle Carinci couldn't be happier. "I am overwhelmed with the support and proud of the contribution we are

making to literacy." Sixty percent of adults in New Brunswick face literacy challenges. "When you can't read, it must take incredible courage to get through each day," says Carinci.

PGI - NB 2003 is organized by a group of corporate backers, called the "Cabinet" in affiliation with the Literacy Coalition. Corporate sponsors willingly open their cheque books and their hearts. PGI 2002 netted \$77,000 and moved from 11th spot nationally to third.

...page 2



"The PGIs have become a network that has spread from sea to sea to sea." Peter Gzowski.

Lesra Martin of "Hurricane" fame speaks at PGI events.

Inspiration was a theme throughout the PGI golf-tournament. Lesra Martin, first introduced to audiences through the film "The Hurricane," brought people to their feet at four different events before and during tournament day with

his motivational talk about opportunity and giving. Martin, at age fifteen, was rescued from a New York ghetto that imprisoned him in a life of illiteracy, violence and poverty, to a life in Canada where he was educated. The first book

that Lesra Martin read was "The Sixteenth Round," written by Ruben Hurricane Carter. The book changed the course of his life which was chronicled in the award winning movie featuring Denzel Washington. For more information see [page 3](#).

Inside this issue:

PGI -NB- 2003 Biggest in Country	2
Literacy Coalition builds foundation	2
Sheree Fitch Adult Learner Scholarships	2
Learner's Network holds first conference	3
Province donates \$10,000	3
The Journey of Lesra Martin	3
Parliamentary Standing Committee	4

Special points of interest:

- Peter Gzowski Invitational Golf Tournament in New Brunswick biggest in Canada
- Literacy Foundation sews seeds
- Sheree Fitch Scholarships for Learners
- Learner's Network Grows
- Lesra Martin spreads literacy message globally.

PGI—NB—2003—biggest in country

NB Power - Énergie NB, title sponsor of the 2002 and 2003 PGIs gave \$15,000 each year. Dan Skaling is Chair of the NB Power Corporation. "This company supports literacy in an effort to bring about change, to strengthen the workforce and to improve the quality of life for New Brunswickers." NB Power announced the same support for PGI 2004 which will be held at Royal Oaks in Moncton on August 26th. Businesses also donate services in-kind or product. "The PGI happens because of the members of the PGI Cabinet and sponsors," says Cheryl Brown, NBCL President. PGIs are a venue of friends and fun. Each PGI includes celebrities, music,

great food and a Poet Laureate to express the sentiments of the day. All PGIs feature a night before event. On August 27th at the Capital Theatre, lawyer and motivational speaker Lesra Martin, told his story...a boy in a Brooklyn ghetto imprisoned by illiteracy, poverty and violence given a fresh start in Canada. As detailed in the award-winning film "The Hurricane," Lesra learns to read and is instrumental in freeing Rubin "Hurricane" Carter from prison. PGI - NB 2003 held a Day Before event hosted by Diane Lord, Honourary Patron of Family Literacy, to showcase the literacy talents of children through their stories and drawings. Special guests at the New Brunswick

PGI included Allison Gzowski, Peter's daughter, who said it was a day her father would have been proud to be involved in.

Yvonne Westall, a Laubach Literacy Student, brought the PGI golfers to their feet with her speech at the banquet. The story of her life was as moving and inspirational as that of Lesra Martin whose story is profiled on page one.

Other special guests at the PGI included Premier Bernard Lord; Diane Lord; the former Lieutenant Governor and now Senator, Dr. Marilyn Trenholme Counsel; NB Education Minister, Madelaine Dubé; Poet Laureate, Michelle Daigle and Frank McKenna, close friend of Peter Gzowski.

Literacy Coalition builds foundation

The funds raised from the PGI support literacy programs of the Literacy Coalition, other literacy programs in the province and a Foundation for literacy in New Brunswick.

"The intent of the Foundation is to ensure that there will always be funds available to support literacy programs in New Brunswick," explains Cheryl Brown, President. "The literacy coalition knows

that programs are in need of resources. We are doing the best we can to assist through small grants which will help programs purchase supplies like books, calculators, dictionaries or other specialized teaching and learning materials.

A PGI grant application is available by calling the Literacy Coalition office at 1.800.563.2211.

"Life presents us with many challenges, testing our strength and our capacity for growth. Challenges and difficulties will come, but I can tell you this; once you begin to imagine the best, hang on for the ride!" Lesra Martin

Sheree Fitch adult learner scholarships

The first Sheree Fitch adult learner scholarships will be given out at 11 a.m. on November 7, 2003, at the Saint John Learning Exchange located at 162 Union Street in Saint John.

Sheree Fitch will be there to personally hand out the awards. "We are all life long learners," says Fitch. "Continued efforts in education and literacy can only enhance our understanding of ourselves, of others and the world in which we live.



I'm honored to endorse these scholarships and wish the recipients every success in their studies and the achievement of their goals," says Fitch. "Write on! Read on!"

These awards are

sponsored by PGI—NB. Fitch was a close friend and associate of the late Peter Gzowski who founded the PGIs eighteen years ago.

The Literacy Coalition is proud to use a portion of its share of the PGI funds in the support of learners in literacy programs.

More information on the awards can be found on the Literacy Coalition's website www.nald.ca/nbclhom.htm.

Learner's network holds first conference

Members of the newly formed Learner Network attended their first conference in September. Eleven adult learners representing literacy programs across the province spent an intensive two days learning about leadership.

Guest speakers included:

- ◆ Terry Fearon from Leadership Lantica who spoke about the key role that attitude plays in leadership.
- ◆ Yvonne Westall, a learner with Laubach Literacy New Brunswick, delivered a workshop on public speaking and how learners can spread the literacy message.
- ◆ Donna Gordon, a retired government employee, reminded every-

one that they had the power to change things in her workshop about self-advocacy.

- ◆ Dorothy Silver, the founder of Second Chance Learners presented ideas and tips on how to start a support group.



The new logo for the New Brunswick Learner Network. An official launch will take place in November along with a full media campaign.

- ◆ Charles Ramsey of the National Adult Literacy Database (NALD) lead learners through learning on line web sites.
- The group met

with Member of the Legislative Assembly, Jody Carr, and had a positive exchange with him about the learner's need for stable funding for literacy in the province.

Learners selected a logo for the New Brunswick Learner Network and developed a format for their newsletter and website. These will be launched soon along with a television commercial. Greg Clarke was elected chairperson of the network. He attends a CASP in Fredericton. Greg will be a learner rep to the Literacy Coalition and attend learner's meetings in Ottawa where he will meet learners from across the country. While in Ottawa, Greg will meet federal officials during Literacy Action Day on Parliament Hill October 23, 2003.

Province donates \$10,000 to PGI



Just when everyone thought the PGI could not get any better or be more successful, New Brunswick Premier Bernard Lord announced a donation to the PGI of \$10,000 from the province. In his address, the Premier

stated, "In today's information age, knowledge and creativity are the 'human capital' in building economic success. An educated, well trained workforce helps businesses grow and attracts new economies from the outside; it is an essential ingredient in high growth

"We believe that in order to best address adult literacy requirements we need to work collaboratively with learners and stakeholders in the area of literacy." Premier Bernard Lord

economies. It is only working with others that we can hope to address the issue of adult literacy in Canada." Mr. Lord also said that government was considering recommendations from the Provincial

Partners for Literacy to the Minister of Education. Policies on adult literacy are coming.

The Journey of Lesra Martin



The boy who helped to free wrongfully convicted Ruben Carter from prison, lived in his own prison, illiteracy. Lesra Martin, learned to read at age sixteen with

the help of three Canadians. Lesra fought to change his life and went through a

"...it's important to learn not just with your mind, but with your heart. Only one heart can teach another heart what the written word doesn't say."

miraculous transformation into an honours University student, law school graduate and attorney. Lesra's personal story is told in the National Film Board Production, "The Journey of Lesra Martin."

Now Martin speaks to audiences all over the world about the importance of literacy and access to opportunity. Visit Lesra's website at www.lesra.com.



THE LITERACY COALITION

944 Prospect Street
Fredericton, N.B.
E3B 9M6

Phone: 506.457.1227
Fax: 506.458.1352
Email: nbcl@nbnet.nb.ca
Editor: Jan Greer Langley

Read to Succeed

**[www.nald.ca/
nbclhom.htm](http://www.nald.ca/nbclhom.htm)**

The Literacy Coalition of New Brunswick Ltd. (formerly the New Brunswick Coalition for Literacy) delivers many literacy projects across the province:

- *The Literacy Tool Kit—Resources for volunteers and practitioners*
- *Storysacks, Writing Out Loud & Literacy and Parenting Skills Training*
- *The Learners' Network*
- *Family Literacy Clinics*
- *The Sheree Fitch Adult Learner Scholarships*
- *The Dr. Marilyn Trenholme Counsell Early Childhood Literacy Awards*
- *The Literacy Coalition participates in Provincial Partners for Literacy, Provincial Family Literacy Day Committee, the Movement for Canadian Literacy, Literacy Action Day*

Parliamentary standing committee supports national agenda

In March 2003, literacy advocates from all provinces and territories appeared before the Standing Committee on Human Resources Development and the Status of Persons with Disabilities.

Ian Thorn of the Communications, Energy and Paperworkers Union of Canada, represented the Literacy Coalition.

“We are in great difficulty of being able to move forward and develop literacy programs that are needed right now, needed yesterday, in fact. The accelerated change that’s going on is going to make this problem even more difficult. We are not even keeping pace. We need to raise that curve, start to keep pace, and make sure people have the skills they need, not only for the workplace, but for all elements within the workplace.”

As a result of the presentations, the parliamentary standing committee made twenty-one recommendations to the federal government. Some of them include:

1. The Minister of Human Resources Development Canada meet with provincial/territorial ministers of education and labour market ministers to develop a Pan-Canadian literacy accord.
2. That the federal government assess all its programs through a literacy lens.
3. That the federal government recognize the efforts of all sectors that support literacy.
4. That a mandate be drawn for literacy research.
5. That prior learning be recognized.
6. That an Aboriginal literacy strategy be developed.
7. That the National Literacy Secretariat be supported and expanded.
8. That partnerships continue to be expanded.
9. That some new resources be made available to the NLS to allocate to literacy projects for persons with learning disabilities recognizing that many individuals with LD need long-term literacy assistance for which multi-year funding would be available.

A full report is available at www.parl.gc.ca
Title of report: Raising Adult Literacy Skills: The Need For a Pan-Canadian Response—June, 2003.

