



FOR IMMEDIATE RELEASE

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***OUR STATE* MAGAZINE PARTNERS WITH
THE NORTH CAROLINA LITERACY ASSOCIATION**

Recognizing the importance of a population with strong reading, writing and math skills, *Our State* magazine announced today that it will celebrate its 75th year of publication by entering into a philanthropic partnership with the North Carolina Literacy Association (NCLA). The ***Our State*/NCLA Philanthropic Partnership for Literacy** will highlight the effect literacy has on North Carolina's population and efforts statewide to help adults build basic educational skills.

North Carolina, a state rich with authors, playwrights and poets, also lays claim to one of the highest rates of functional illiteracy in the nation. Estimates show nearly one quarter of North Carolina's adults are unable to fill out an employment application, read the instructions on a medicine bottle, or grasp more than a single idea from a newspaper article. One in five adults in North Carolina lacks a high school diploma or the equivalent and nearly one in 14 has never progressed past the ninth grade.

"Each month *Our State* celebrates North Carolina's cultural and natural resources through excellent writing," said Bernie Mann, Publisher and Owner, *Our State* magazine. "We feel particularly compelled to assist in ensuring all North Carolinians obtain the literacy skills they need to be able enjoy this great state in whatever way they choose." Under the partnership, *Our State* magazine will highlight literacy issues and efforts each month through 2008. The magazine will also work with NCLA to promote literacy awareness statewide and with community-based literacy agencies on local awareness campaigns.

For nearly 75 years, *Our State* magazine has been North Carolina's premiere travel, history and culture publication, filled with fascinating stories and awe-inspiring photography of the people and places that make the state great. NCLA is a coalition of over 30 community based literacy organizations and individuals across North Carolina.

For more information on the partnership, please contact Amy Wood, *Our State* magazine at 336-286-0600 (awood@ourstate.com) or Alice Denson, Orange County Literacy Council (NCLA) at 919-933-2151 (adenson@orangeliteracy.org).