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Literacy Alliance
of Greater New Orleans

News Release

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FOR IMMEDIATE RELEASE

YLC TO KICK OFF 6th ANNUAL ONE BOOK ONE NEW ORLEANS CAMPAIGN AT MCKENNA MUSEUM OF AFRICAN AMERICAN ART

2010 Book Selection is Satchmo: My Life in New Orleans by Louis Armstrong

NEW ORLEANS, August 2010 – On Wednesday August 25, 2010 the Young Leadership Council in cooperation with the Literacy Alliance of Greater New Orleans, will kick off its annual One Book One New Orleans campaign at the McKenna Museum of African American Art, 2003 Carondelet Street New Orleans, LA 70130, from 6:00 – 8:00 p.m.

“The YLC strives to make a positive impact across the New Orleans community so that we can retain our talented young people,” says Dan Forman, president of the YLC board. “One Book is a staple program of the YLC that promotes literacy among people from all backgrounds throughout New Orleans.”

“We have such a rich literary culture and a strong sense of community,” said Mairin Charles, One Book One New Orleans Project Leader. “We come together to celebrate our music, our cocktails, our food and our art. And with One Book, we are gathering to celebrate our books. The literary world serves as another way in which we connect to each other across all lines,” she said.

Each year a series of events are planned around the selected book, with this year being no exception. The kickoff at McKenna Museum will mark the beginning of nine musically themed events in honor of Louis Armstrong’s book: *Satchmo: My Life in New Orleans*, which are planned throughout the reading period that will last from August 25, 2010 to October 9, 2010. For a full list of events visit our website at:
www.onebookoneneworleans.com

At this year’s kickoff event patrons can participate in a number of activities:

- Donate old books, which will be given to the New Orleans Public Library system and housed in a permanent One Book One New Orleans collection

- Sign up for library cards with the New Orleans Public Libraries
- Experience live performances from Project Prodigy and Glen David Andrews
- Take a signature One Book themed photograph with Dear New Orleans
- Free food and drinks from select New Orleans restaurants and beverage companies

ABOUT ONE BOOK ONE NEW ORLEANS:

A campaign for literacy and community, One Book One New Orleans encourages everyone age 16 and above in the Greater New Orleans area to share the common experience of reading the same book at the same time. Our hope is that through this experience, people from different communities, backgrounds and ages come together to celebrate one book and its impact on our city. Our 2010 selection is *Satchmo: My Life in New Orleans* by Louis Armstrong. The 2010 reading period will take place from August 25th to October 9th. For more information about our 2010 events visit our following pages:

Official Website <http://www.onebookoneneworleans.com/>
 Facebook <http://www.facebook.com/group.php?gid=19726923171>
 Twitter <http://twitter.com/onebookonenola>
 Flickr <http://www.flickr.com/photos/52230412@N02/>
 YouTube <http://www.youtube.com/user/OneBookOneNola>

ABOUT THE YOUNG LEADERSHIP COUNCIL:

The Young Leadership Council (YLC) is a non-profit, non-partisan civic organization created to develop leadership through community projects. Through volunteer-created community projects, the YLC recruits and retains young professionals to New Orleans and has a positive impact on the quality of life in the region. The oldest, independent YPO (young professionals' organization) in the country, the YLC has raised millions of dollars to support community projects in and around the New Orleans area since 1986. The YLC has more than 1,200 member-volunteers, and is led by a 25-member board of directors and four staff members. Each community initiative is led by one or more volunteer project leaders.

ABOUT THE LITERACY ALLIANCE OF GREATER NEW ORLEANS:

The Literacy Alliance of Greater New Orleans is an adult literacy intermediary founded in 2002 as the result of a comprehensive community planning process. We are a multi-stakeholder organization whose partners include business, government, education, service providers, faith leaders, advocates and adult learners. The two main areas of focus for the Literacy Alliance are: support for existing literacy programs (flow-through funding, technical assistance and Literacy*AmeriCorps), and long-term advocacy at the local, state and federal level for increased and coordinated resources for adult basic education and literacy.

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