## Sample Media Release

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## XYZ agency is all abroad with the new Literacy Express

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Children in Hamilton's inner city are on the right track to better literacy, thanks to XYZ agency's new Literacy Express, a library converted from a 1954 CN passenger. This new initiative, launched today, will offer children a place to read and learn. The Express is an educational component of XYZ agency, a community centre that has been serving those in the ABC neighbourhood since 2006.

"To build a strong and healthy community, we know we need to offer quality and fun programming for kids. The Express is one away where create a unique experience of learning," says John Smith, president of XYZ agency. "The Literacy Express and its one-on-one tutoring model are designed to be engaging for kids, to instill the practice of reading and foster appreciation for the written word."

The Express is 85 feet long and it promises more than just books, with kid-friendly art, a study room and a group play space. A section with oak shelves will be added to fill more than 10,000 books of various genres. Daily educational programming will be created for children to take part in after school. The programming includes visits by authors and storytelling sessions.

This initiative is supported by a grant from the Hamilton Community Foundation. XYZ agency plans to engage university student volunteers and ABC neighbourhood residents as volunteers in its programming.

Founded in 2006, XYZ agency was established with a vision to improve the quality of life of residents in ABC neighbourhood. It provides programs and services for residents, including a breakfast club, cooking classes, music and art lessons and after-school activities for kids.

Hamilton Community Foundation is Ontario's first community foundation. Last year the Foundation gave 587 grants to 227 charities, granting some \$7.2 million to across the community, distributing. Since it was founded in 1954, HCF has distributed more than \$103 million to thousands of community programs.

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