

Montreal editing firm increases book donation to local schools by 20%

POINTE-CLAIRE, QUEBEC—JANUARY 16, 2008

For a second year, six local school libraries will be dusting off a few shelves to make room for new books. Through the Readers for Life literacy initiative, Veronica Schami Editorial Services, a Montreal-based editing and translation firm, will be placing orders to purchase 360 French-language books for schools in the Lester B. Pearson and English Montreal school boards, a 20% increase in the donation from the previous year.

“This donation brings to over \$6,600 the total value of books donated so far through the Readers for Life project since its inception,” says business owner Veronica Schami. “Our goal is to cultivate successful and motivated readers by donating quality books to school libraries. The librarians at each of the schools will choose the books they feel will benefit their students most.”

The books will be presented to each school at a general assembly of the students. The impact of this donation will be enhanced with a handout to parents about family literacy and through a colouring contest for students to win a book. New this year, children’s singer/songwriter/author Lp Camozzi, www.lpkids.ca, and storyteller Danny Iny, founder of www.MaestroReading.com, will provide entertainment at the assembly.

As part of her company’s ongoing commitment to making a positive impact on literacy in the community, Schami notes that the Readers for Life book donation project will continue. “We’ve come up with a simple plan to achieve our goal, and it’s one that other businesses could pick up on. Ultimately, we would like to see others start similar projects or even commit to matching our annual donation.”

The schools receiving books this year are Forest Hill (Junior Campus), Mount Pleasant and St. Charles elementary schools in the Lester B. Pearson School Board and Honoré Mercier, Holy Cross and St. John Bosco elementary schools in the English Montreal School Board.

About Veronica Schami Editorial Services Inc.

Veronica Schami Editorial Services specializes in corporate and marketing communications, trade publications and books—in both English and French—and has established an enduring reputation for quality and reliability in the private, public and non-profit sectors. For more information on Readers for Life, see www.veronicaschami.com.

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Ce communiqué de presse est également disponible en français.



Montreal editing firm donates books to local schools

POINTE-CLAIRE, QUEBEC—JANUARY 18, 2007

Six local school libraries will be dusting off a few shelves to make room for new books this year. Through the Readers for Life literacy initiative, Veronica Schami Editorial Services, a Montreal-based editing and translation firm, has placed orders to purchase more than 300 French-language books for schools in the Lester B. Pearson and English Montreal school boards. The first deliveries of books coincide with Public School Education Week in Montreal (January 15-19) and ABC CANADA Family Literacy Day® (January 27).

“Our goal is to cultivate successful and motivated readers by donating quality books to school libraries. The librarians at each of the schools have chosen the books they feel will benefit their students most,” says business owner Veronica Schami. “What’s more, I am pleased to report that we have exceeded our expectations as the first year of Readers for Life comes to an end, and we will be providing even more books than anticipated.”

As part of her company’s ongoing commitment to making a positive impact on literacy in the community, Schami notes that the Readers for Life book donation project will continue. “We’ve come up with a simple plan to achieve our goal, and it’s one that other businesses could pick up on. Ultimately, we would like to see others start similar projects or even commit to matching our annual donation.”

The schools receiving books this year are Dorval and Verdun elementary schools and St. Lawrence Academy (Junior) in the Lester B. Pearson School Board and Gerald McShane, St. Dorothy and St. Monica elementary schools in the English Montreal School Board.

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Vancouver gets the scoop on Readers for Life

POINTE-CLAIRE, QUEBEC—JUNE 1, 2006

On June 10, Veronica Schami will introduce the Readers for Life book donation project to editors from across the country at the Editors' Association of Canada annual conference in Vancouver.

As part of her company's commitment to making a positive impact on literacy in the community, the Montreal-based editor will encourage others to adopt Readers for Life.

Veronica will share information about the steps her company undertook to get the ball rolling. To inspire other editors to pick up this idea and run with it, she will discuss how the project can be tailored to fit specific interests or business operations.

The aim of Readers for Life is twofold: to create an influx of quality books into local school libraries and to increase awareness about literacy.

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About the Editors' Association of Canada (EAC)

The **Editors' Association of Canada** (EAC) promotes professional editing as key in producing effective communication. Its 1600 members, both salaried and freelance, work with individuals in the corporate, technical, government, non-profit and publishing sectors. For more information on EAC, see www.editors.ca.

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Montreal editing and translation firm launches Readers for Life literacy initiative

POINTE-CLAIRE, QUEBEC—JANUARY 10, 2006

As Montreal celebrates being named World Book Capital City 2005–2006 by UNESCO, and in recognition of ABC CANADA Family Literacy Day™ (January 27), **Veronica Schami Editorial Services** is pleased to demonstrate its commitment to promoting reading and literacy awareness by launching a book-donation project titled Readers for Life. By the end of the first year of this project, the editing and translation firm expects to donate 250 quality books to promote a print-rich environment in local schools, cultivating successful and motivated readers.

“These days, we are privileged to witness the difference corporate social responsibility can make in our world. This is a trend we are pleased to embrace and, as such, we are committed to making a positive impact on literacy in our community,” says the firm’s president, Veronica Schami.

As a small business with a big idea, **Veronica Schami Editorial Services** has developed a formula to achieve the goals of Readers for Life. Each invoice sent to the firm’s clients represents one book. At the end of the year, the total number of invoices will determine the quantity of books donated to schools in need within the Montreal region in January 2007.

At a time when 5 million adult Canadians have serious difficulty reading and writing, Readers for Life aims to foster a love of reading among students and set them on the path to lifelong learning.

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