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MAACCE Leading Maryland in Statewide GO GREEN Campaign for Adult Literacy

BALTIMORE (Sept. 21, 2015) – This week, the **Maryland Association of Adult, Community and Continuing Education (MAACCE)** will promote the importance of adult literacy by launching its first annual statewide “**GO GREEN**” for Adult Literacy Campaign.

In conjunction with **National Adult Education and Family Literacy Week (NAEFLW)** Sept. 21–26, 2015, MAACCE will distribute over 6,000 green **LITERACY** wristbands to its 25 programs and agencies across the state. In addition, all learners, staff and volunteers are asked to “**GO GREEN**” by wearing green and decorating classrooms and offices with green banners and signs to celebrate the week.

Programs are encouraged to submit success stories and/or videos of a learner’s “key to success,” as well as photos of **MAACCE** of learners, staff, volunteers, and government officials wearing the green wristbands in support of adult literacy that will be posted on the [MAACCE website](#), [Facebook](#) and [Twitter](#).

Plans are also underway for a MAACCE visit to the **Governor’s** and **Lt. Governor’s** offices in **Annapolis** to present **LITERACY** wristbands and to receive a state proclamation declaring Sept. 21-26 **Maryland’s Adult Education and Family Literacy Week**.

Declared each year by the **National Coalition for Literacy**, **NAEFLW** is designed to make the public aware that reading, writing and basic math remain an elusive target for nearly 800 million adults around the globe, including **approximately 500,000 adults in Maryland who lack a high school diploma**. Over six percent of Maryland adults don’t speak English very well. Often, adults who are seeking English or literacy education are put on waiting lists for sometimes as long as six months.

“Low adult literacy rates is not only an urban problem or a rural problem. Educationally disadvantaged adults are a statewide problem with **over 8,000 Maryland adults who want to learn on waiting lists**,” said **Heather Ritchie**, MAACCE board president. “Literacy helps families be healthier and safer and provides people sustainable opportunities to support themselves through work and ultimately contributing to the economic growth of Maryland and our country.”

“Low literacy costs the nation more than 200 billion dollars each year in lost productivity, as well as an additional one to two billion in health and safety issues,” said **Kevin Morgan**, president and CEO of **ProLiteracy**, the nation’s largest membership organization advancing the cause of adult literacy and basic education. “Every dollar spent on adult literacy and education provides returns to the country through higher employment, added tax revenues, reduced welfare payments and less crime.”

Marylanders wanting to help make a difference in adult learners’ lives are encouraged to volunteer for a local program or donate school supplies or appropriate books to a local program. They also can refer individuals who need adult literacy services to the **Maryland Literacy Hotline at 410-752-3595** or to a program listed on the MAACCE [online directory](#). Another way to assist is to donate to MAACCE or to a local adult education provider on **Sept. 25 –Adult Literacy Day of Giving** – or after.

About MAACCE

MAACCE is a statewide membership organization that works to increase awareness and funding for adult literacy and education, and provides professional development for adult literacy educators. Its 400 active professional members from across the state teach over 35,000 adult learners each year. The organization has worked hard at both the state and national levels for more than 25 years on behalf of adult literacy. Over the past 15 years, MAACCE has contributed considerably to the efforts which have increased funding at the state level. For more information, visit www.maaccemd.org.