



**MAACCE Celebrates National Adult Education and Family Literacy Week with Statewide Awareness Campaign: **GO GREEN** in Support of Adult Literacy!**

**National Adult Education and Family Literacy Week (NAEFLW)** is declared each year by the **National Coalition For Literacy (NCL)** to raise awareness about adult education, English language learning, and family literacy in the United States. The celebratory week (September 21 – 26, 2015) gives adult educators the opportunity to recognize and celebrate the hard work and achievements of their adult learners. This increased public awareness of adult education and family literacy aids in the leveraging of additional resources and helps to provide increased access to adult education and family literacy programs for those in need.

To celebrate the 2015 NAEFLW, the **Maryland Association for Adult, Community and Continuing Education (MAACCE)** will be highlighting the success of adult learners and programs from across the state and promoting the importance of adult literacy with its first annual statewide **“GO GREEN” for Adult Literacy Campaign**.

Over 6000 green **LITERACY** wristbands are being distributed by **MAACCE** to 25 programs and agencies across the state. The bands will be worn during **NAEFLW** (September 21 – 26, 2015). In addition, all learners, staff, and volunteers are being encouraged to **“GO GREEN”** by wearing green and decorating classrooms and offices with green banners and signs to celebrate the week. You do not have to have a wristband to participate in the **“GO GREEN” Campaign for Adult Literacy!**

Programs are being also asked to submit success stories and/or videos of a learner’s “key to success” to their local media and also to **MAACCE** as part of the association’s efforts to increase awareness of the need for increased adult literacy services in Maryland. These submissions will be shared with our national partners, **Coalition of Adult Basic Education (COABE)** and **NCFL**.

Pictures submitted to **MAACCE** of learners, staff, volunteers, and government officials wearing the green wristbands in support of adult literacy will be posted on the **MAACCE** website, Facebook and Twitter. Adult literacy supporters are also encouraged to post to social media and write letters to editors of their local papers. *For the **MAACCE NAEFLW** mini-kit, please visit [www.MAACCEmd.org](http://www.MAACCEmd.org)*

This is **MAACCE’s** first major statewide awareness campaign in support of **NAEFLW**. The goal is to generate over 100 pictures, 50 posts, and 10 articles and we hope there will be many more! Following the week long celebration, two television interviews will be taking place summarizing the success of the week: one on WJZ/Channel 13 Baltimore and one on Comcast News. MAACCE will let members know when to watch for these.

Plans are also underway for a MAACCE visit with Governor Hogan in Annapolis to present him with his green **LITERACY** wristband and to receive a state proclamation declaring September 21 – 26 Maryland’s Adult Education and Family Literacy Week. MAACCE will keep members informed on the details of the visit.