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OFFICEWORKS AND ALNF HELP KIDS TO WRITE THEIR OWN BRIGHT FUTURES THIS INTERNATIONAL LITERACY DAY

Literacy is Freedom Appeal launched to raise funds for vital literacy programs

Officeworks has this month launched the annual Literacy is Freedom Appeal, celebrating 11 years of partnership with the Australian Literacy and Numeracy Foundation (ALNF) to raise funds to support life-changing literacy programs for children in marginalised communities across Australia.

Customers can support the Appeal throughout September by donating at Officeworks in-store or online. Officeworks will also be donating 20 cents from every Studymate product purchased this month to ALNF, with all funds raised during the Appeal going directly to programs that help close the literacy gap and ensure that all children thrive at school, no matter their circumstances.

Officeworks has partnered with ALNF since 2012. Funds raised via the annual Appeal have to date supported more than 29,000 children and young people, and provided more than 350,000 books and 50,000 Literacy Packs to kids and communities in need.

Officeworks Managing Director Sarah Hunter said: "We are proud of our long-standing partnership with ALNF and of the positive impact we make together in supporting Australian children to gain access to vital literacy programs. We believe that all children deserve equitable access to education and education resources, and through our Literacy is Freedom Appeal, together with the generosity of our customers, we're proud to help more children write their own bright futures and make bigger things happen."

ALNF Co-Founder and Executive Director Kim Kelly said: "Literacy is freedom to choose, express, participate and succeed. That's why we're so proud to join Officeworks once again this year for our annual Literacy is Freedom Appeal. Our partnership has always been driven by the fundamental goal of ensuring that every Australian child can write their own bright future and thanks to the support of the Officeworks family and their customers, we are inspiring literacy and education every day by providing access to quality children's books and vital learning resources, and empowering communities with the knowledge, skills and tools needed to be their own changemakers."

This year, ALNF ambassadors, actress **Michala Banas** and musician **Tasman Keith** are getting behind the campaign, encouraging Australians to donate to the Appeal and support ALNF's work to make literacy accessible to all.

"As an artist and a Gumbaynggirr man, literacy plays a major part throughout my expression. It has allowed me to tell my story, a story that is relatable to many more. I believe everybody should be given the opportunity to equip themselves with the skill and knowledge on how to share theirs, not only for the betterment of themselves but for everyone else listening. If communication is key to finding common ground then literacy is one of the many hands that hold it," said Tasman.

Award-winning film, television and theatre actress, Michala Banas, sees literacy skills as critical for self-expression, connection and opportunity.

“We all have a story. Without language, literacy and communication, the most marginalised members of our communities become more vulnerable. Equal opportunities to create vital human connections, get an education and gain employment, should be something we all have access to,” Michala said.

The Literacy is Freedom Appeal runs throughout September until Saturday 30 September. The Appeal forms part of Officeworks' People and Planet Positive Plan commitment of raising \$5 million for local causes between 2020 and 2025 and supporting 30,000 students who need it most.

To find out more about the Literacy is Freedom Appeal or make a donation, visit the Officeworks [website](#).

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For media enquiries, interviews and/or photography, please contact

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ABOUT OFFICEWORKS

Established in 1994 in Richmond, Victoria, Officeworks is committed to making bigger things happen for its customers, team, the community and stakeholders. It operates 167 stores across Australia, a website that is home to more than 40,000 products, a national call centre, and a business team that helps micro, small and medium-sized businesses start, run and grow.

Officeworks offers customers a wide range of office supplies, technology, furniture, art supplies, education resources and helpful services like print & copy and on-site and remote tech support through Geeks2U – delivering an experience that is easy and engaging, no matter how customers choose to shop.

Officeworks is focused on the safety, wellbeing and career progression of the more than 9,000 team members it employs. It's also dedicated to operating in a sustainable manner, including building and maintaining meaningful connections with the communities in which it operates, fundraising for its national partners and local community groups, continuing to reduce its impact on the environment and source responsibly.

ABOUT THE ALNF

The Australian Literacy and Numeracy Foundation (ALNF) is a national charity seeking to assist people in our most marginalised communities to gain vital language, literacy and communication skills. ALNF's specialised, innovative and proven programs address the needs of a diverse range of individuals and communities – specifically supporting First Nations, refugee and other vulnerable Australians. ALNF believes that literacy is freedom - literacy allows individuals to access education, participate meaningfully in our society and to have a voice. It is a basic human right.