



News Release: For immediate release

NWT Literacy Council materials among most popular in literacy circles

Yellowknife (June 7, 2012) – For a small, northern literacy organization, the NWT Literacy Council has an unexpectedly wide reach. The resources it produces to help literacy workers do their jobs are in demand across Canada and internationally.

Not only does the Literacy Council get requests directly from around the world for its publications, its resources are consistently among the most popular downloads at the extensive online library of the National Adult Literacy Database (NALD). Since the beginning of 2012 the Council's resources have been downloaded more than half a million times each month (see attached table).

"We started producing resources years ago because of the great need for adult and family literacy materials that were appropriate and relevant to northern learners," remembers Helen Balanoff, the Council's Executive Director. "Little did we know that there was such a widespread need for professional, well-written teaching materials elsewhere as well!"

NALD tracks the 20 most popular downloads from its database each month. Usually about seven or eight of the most popular resources are ones that the Council produced. In recent months the numbers have skyrocketed for the Council's Everyday Math Skills series – especially for *Money Math* and *Kitchen Math* – developed for adult educators.

"There's no question that the Literacy Council is known across the country for producing high quality materials that literacy workers find easy to use," says Bill Stirling, CEO of NALD, a pan-Canadian online resource network for literacy and essential skills. "With over 3,800 documents in our English library, it's a real testament to the quality, usefulness and broad appeal of the NWTLC materials that they consistently rank in our top 20."

The NWT Literacy Council's adult, youth and family literacy materials are on its website at www.nwt.literacy.ca. Printed copies are free for NWT residents.

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2012 NWT Literacy Council materials downloaded from the NALD online database

| Month | NALD Top 20 Standing | Title | # of Downloads |
|-----------------|-----------------------------|--------------------------------------|-----------------------|
| January | 2 | Kitchen Math - Everyday Math Skills | 189,660 |
| | 3 | Money Math - Everyday Math Skills | 184,793 |
| | 6 | How To Kit - Readers Theatre | 57,535 |
| | 7 | How To Kit - "Get Caught Reading" | 26,294 |
| | 8 | Home Math – Everyday Math Skills | 26,082 |
| | 10 | Environmental Print Games How To Kit | 25,003 |
| | 17 | Simply Math – Everyday Math Skills | 12,558 |
| | 18 | How To Kit - Puppet Making | 11,715 |
| | Total | (8) | |
| February | 1 | Kitchen Math - Everyday Math Skills | 233,950 |
| | 2 | Money Math - Everyday Math Skills | 230,751 |
| | 5 | How To Kit - Readers Theatre | 82,840 |
| | 7 | Home Math – Everyday Math Skills | 35,662 |
| | 9 | Environmental Print Games How To Kit | 29,582 |
| | 11 | How To Kit - "Get Caught Reading" | 20,686 |
| | 16 | How To Kit - Puppet Making | 14,630 |
| | 20 | Simply Math – Everyday Math Skills | 10,914 |
| | Total | (8) | |
| March | 1 | Kitchen Math - Everyday Math Skills | 231,641 |
| | 3 | Money Math - Everyday Math Skills | 211,598 |
| | 6 | How To Kit - Readers Theatre | 46,684 |
| | 7 | Home Math – Everyday Math Skills | 37,807 |
| | 10 | Environmental Print Games How To Kit | 24,830 |
| | 14 | How To Kit - "Get Caught Reading" | 16,626 |
| | 15 | How To Kit - Puppet Making | 15,138 |
| | 19 | Simply Math – Everyday Math Skills | 12,814 |
| | Total | (8) | |
| April | 1 | Kitchen Math - Everyday Math Skills | 239,799 |
| | 2 | Money Math - Everyday Math Skills | 200,123 |
| | 5 | How To Kit - Readers Theatre | 46,406 |
| | 6 | Home Math – Everyday Math Skills | 37,799 |
| | 10 | Environmental Print Games How To Kit | 23,051 |
| | 17 | How To Kit - Puppet Making | 12,128 |
| | 20 | How To Kit - "Get Caught Reading" | 10,433 |
| | Total | (7) | |
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| May | 1 | Kitchen Math - Everyday Math Skills | 249,288 |
| | 2 | Money Math - Everyday Math Skills | 224,462 |
| | 4 | How to Kit – Family Math | 84,706 |
| | 6 | How To Kit - Readers Theatre | 43,386 |
| | 7 | Home Math | 41,854 |
| | 14 | Environmental Print Games How To Kit | 15,717 |
| | 20 | How To Kit - Puppet Making | 11,171 |
| Total | (7) | | 670,584 |