



NEWS RELEASE – For Immediate Release

NWT Wins Read for 20 Challenge!

YELLOWKNIFE (October 8, 2010) – A whopping 30 percent of NWT residents participated in the 2010 Read for 20 Challenge leading to a win over Nunavut during NWT Literacy Week.

The challenge was close, with 28 percent of Nunavut citizens registering their participation on September 29.

"We're delighted to win this year because it's our 20th anniversary, so we really pulled out all the stops to encourage people to read and support us!" says Helen Balanoff, the executive director of the NWT Literacy Council. "It's always a close competition with Nunavut, so we know we'll have to work twice as hard next year!"

A total of 13, 194 people in the NWT registered this year as readers during the challenge. The Read for 20 Challenge is held each year during NWT Literacy week to help people recognize the importance of reading in their daily life.

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