



## PRESS RELEASE

### Rutgers G.O.Y.A. Project hosts Walk-a-thon in support of Literacy and Reading Programs

**New Brunswick, NJ, September, 2011:** – Rutgers service learning activists from the G.O.Y.A. Project are inviting Rutgers and New Brunswick community members to sign up for their annual “Walk for Literacy” walkathon event on Saturday October 1, 2011 along George Street, New Brunswick, New Jersey. Participants can download registration materials online at <http://glpinc.org/>

The “Walk for Literacy” walkathon, endorsed by the Global Literacy Project, Inc., will benefit book donation initiatives and afterschool reading programs in New Brunswick as well as several elementary reading initiatives that the organization supports in South Africa, Kenya and the Caribbean. Registration for the event is free. All participants will receive a “goodie bag” filled by event sponsors with a complimentary event T-shirt for those who raise \$25 or more.

The walkathon starts at 11:30 AM, with participant and sponsor registration beginning at 11:00AM. Sign up is at the registration table along the Nichol Avenue side of the Douglass Campus Center (100 George Street, New Brunswick, NJ).

“This is our tenth year hosting this walkathon and every year we continue to increase participation,” said Jessica Lamadiou, President. “With the help of Rutgers and New Brunswick supporters and exciting post-event entertainment, we anticipate a wonderful attendance in 2011.”

Following the event, participants are invited to a complimentary snacks, catered by Gerlanda’s Restaurant and entertainment provided by local groups! Prizes will be awarded for the most pledges raised, first to cross the finish line, and most enthusiastic walker.

For more information or to register or donate online, please visit <http://glpinc.org/>.

#### **About the G.O.Y.A. Project (Galvanizing and Organizing Youth Activism at Rutgers University)**

The G.O.Y.A. Project is an association of student volunteers at Rutgers University, New Brunswick and is a community service organization that promotes education through service. Over the last decade the G.O.Y.A. Project has collaborated with the Global Literacy Project, Inc. ([www.glpinc.org](http://www.glpinc.org)) to make a difference in the lives of children and teenagers in the New Brunswick environs by providing literacy materials and after school reading programs.

#### **About the Global Literacy Project, Inc.**

Founded in 1999/2000 and based in New Brunswick, New Jersey, the Global Literacy Project, Inc. is a non-profit organization that fosters community-based learning initiatives throughout the world by bringing together individuals, institutions and communities to share educational materials and global knowledge and by providing service learning opportunities for students in the USA and abroad.

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