



Literacy Advance of Houston

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Literacy Advance Honors Local Entrepreneur As a Champion of Literacy

Houston, TX (August 4, 2008) In conjunction with National Family Literacy Day, Literacy Advance will honor Valerie Koehler, owner of Blue Willow Bookshop and Family Literacy Enthusiast as their next Champions of Literacy recipient on Thursday, November 6, 2008.

“Valerie became an obvious choice . . . she is passionate about family literacy,” stated Jane Holston, Executive Director of Literacy Advance. “One of our four core programs is our Family Literacy Night program, which take place around the city at least once a month.” Koehler has owned Blue Willow Bookshop for a dozen years. One of the handful of remaining independent bookstores in Houston, Blue Willow has become a neighborhood institution in West Houston. Many of Literacy Advance’s supporters and tutors come from the West Houston area.

The Champions of Literacy Series event will include a buffet luncheon at Lakeside Country Club, silent auction, raffle, and prizes given for person in a book club the longest, person in the most book clubs consecutively, and persons with multi-generational book club members.

“We think it will be a fun event, something that will fit Valerie’s personality and place in the community. Dozens of area book clubs benefit from Valerie’s expertise and will be delighted to hear that she is to be honored,” shared Alice Meloy, colleague and friend.

“Literacy Advance of Houston’s mission to teach adults in Houston to read, write, and communicate effectively in English begins in the family. The number one indicator of a child’s success in school is the reading level of the primary caregiver,” Holston continued.

The Champions of Literacy Series is a multi-annual fundraising and public awareness series, seeking to promote the cause of literacy by recognizing people who have made a difference in the community. Previous recipients include Andrea White, Larry Dierker, Oliver Luck, and Peter Roussel. Literacy Advance receives no government funds, but depends on private contributions from foundations, corporations, and philanthropic individuals.

Literacy Advance is proud to have Valerie Koehler join previous recipients as a Champion of Literacy. For more ticket and sponsorship information, please contact Judy McFarland at 713-266-8777 or judy.mcfarland@literacyadvance.org or go to our web site www.literacyadvance.org.