

Lights, Camera, Action!

Project Literacy, a global charity founded by Pearson, came to Center for Literacy (CFL)'s office for two days to film a commercial for their new campaign aimed at breaking the cycle of illiteracy. Two CFL students were featured, James Dyroff and Nereida (Nellie) Melendez. (Take a look at their videos below.)

Many students across the U.S. were considered for the videos. James and Nellie had two Skype interviews, one with the casting agency, Tree Petts Casting, and another with the film's director, Alvaro Ramirez. In addition to James and Nellie, a total of nine students were selected, including two from Office of Adult Education, City of Philadelphia; others were from Atlanta, Baltimore, New York and New Jersey.

Called "Give Your Word," the film was released on March 13 at SXSW (South by Southwest) Festival in Austin, Texas. The new marketing campaign will target millennials primarily in the U.S. and U.K. with inspiring stories from learners who are determined to read. Based in London, FCB Inferno is the ad agency that represents Pearson and Project Literacy and developed the campaign. Last year, 13 million people viewed Project Literacy's video about their awareness campaign.

Project Literacy's goal is that by 2030 no child will be born at risk of poor literacy. It builds partnerships to improve literacy in three key ways: 1) advancing best practice, 2) innovating for new solutions, and 3) raising awareness and mobilizing action. CFL is proud to join the 100 world-wide partners to bring an understanding of the power of words.