



The Virginia Slims Series Commitment

Virginia Slims believes a champion is someone who reaches his or her full potential, both on and off the tennis court. An illiterate adult who masters the essential skills of reading and writing is indeed a champion.

In its commitment to building champions, Virginia Slims is dedicated to helping eliminate illiteracy in the U.S. Toward that end, the Virginia Slims World Championship Series is proud to affiliate with the Literacy Volunteers of America.

The Virginia Slims World Championship Series spans five continents, with more than 55 tournaments played in 19 countries, and some 500 women professionals competing each year for nearly \$16 million in prize money.

In 1988, Philip Morris Companies, Inc., on behalf of the Virginia Slims Series, has pledged \$100,000 in funding to combat illiteracy and to utilize the worldwide tennis tour as a platform from which to help create greater public awareness of this tragic and compelling problem.

“I am a mother and a grandmother. I have gone through life without knowing how to spell out words. I have always dreamed of picking up a pen and writing a letter. The night of my son's concert booster meeting to elect committee members I wanted to volunteer for president because I knew I could do the job. But my spelling kept me from doing so. Look at me now I am writing this letter, thanks to people like my tutor who gives her time to tutor me. There is still hope for this world as long as we have people like her.”

Albuquerque, New Mexico.

LITERACY VOLUNTEERS OF AMERICA-HOUSTON
P. O. Box 130961
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For More information or
To Make a Contribution:



**Literacy
Volunteers
of America, Inc.**

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Literacy Volunteers of America

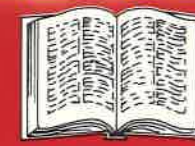
and

**The Virginia Slims
World Championship Series
unite in a**

Partnership For Reading

**...because everyone
deserves a
shot at the top.**





Billie Jean King, Virginia Slims Series National Spokesperson for LVA

“Everyone is born with the potential to learn, achieve and win. But for the 27 million American adults who cannot read or write, that potential remains unrealized. Tasks that others take for granted become impossible obstacles. They cannot fill out a job application, follow instructions on a medicine bottle, or even share a bedtime story with a child.

“The adult non-reader doesn’t need pity, but does need help to take the first step toward reaching his or her potential. Literacy Volunteers of America, Inc. has been providing that help for 25 years. That’s why LVA has been chosen as the national charity of this year’s Virginia Slims World Championship Series...because we believe everyone deserves a shot at the top.”

The Challenge

In the United States, one in every five adults is illiterate—and that number is GROWING. Illiterate adults are unable to participate fully in our society: they are effectively disenfranchised, often unemployed, and unable to achieve their personal goals.

Teaching a person to read enables that person to be a more productive member of the workforce, to be a citizen who can take part in the democratic process, and to achieve his/her full potential. Teaching adults to read changes lives. Every individual American can be a part of this crucial campaign, through Literacy Volunteers of America.

Literacy Volunteers of America

LVA is a national, non-profit organization which combats illiteracy through a network of community volunteer literacy programs. These programs provide individualized student-centered instruction in both basic reading and English as a second language for adults and teens. More than 50,000 tutors and students are involved in almost 300 programs located in 35 states—and the numbers of students and volunteers grew by 41% last year alone!

The LVA network is three-tiered: national, state, and local. The national office establishes policies and develops training programs and materials to carry them out. It organizes affiliates in underserved areas and supports existing programs. It also researches and develops training materials for volunteer tutors and program managers, as well as books for the adult new reader.

The LVA state offices coordinate and service affiliates and establish new programs within their states.

The local affiliates provide direct service within a community. They engage in public awareness activities, recruit, train, and match tutors with adults in need of basic skills. Affiliates may tutor in the community at large or work in such special settings as Adult Basic Education Centers, correctional facilities, libraries, or workplace programs.

Why LVA is Needed

Only about 10% of adults needing help in basic skills are being reached by existing adult basic education systems. LVA is an essential component of the total solution needed for the adult illiteracy problem. LVA’s individualized needs-oriented approach is most effective in serving the hard-to-reach adult audience and those who are not ready for a traditional classroom situation. LVA serves adults with reading levels below the fifth grade, preparing them to enter formal adult basic education or job training.

LVA provides

Training for Tutors - The 18-hour Adult Basic Reading and English as a Second Language workshops utilize instruction by tapes and slides, plus live demonstrations and practice teaching. The Basic Reading Workshop is also available in video. The only requirement to be an LVA tutor is the ability to read and “a degree of caring.”

Materials - LVA develops and produces materials that provide practical guidelines for tutors of adult nonreaders. LVA’s materials have also been effective in preparing professional educators to provide individualized tutorial services as part of community volunteer programs.

Consulting Services - Expanding beyond its own network, LVA personnel share their expertise with other agencies and organizations wishing to add