



## Literacy Champion

The Public Youth Engagement Strategy through Atlantic Published Texts (PYEACT)

<b>Title:</b>	Literacy Champion
<b>Status of employment:</b>	Volunteer
<b>Reports to:</b>	PYEACT Strategy Mentors
<b>Location:</b>	NB, PEI, NL & NS

Do you **LOVE** to read?

Are you looking for an opportunity to promote local authors, illustrators and publishers?

If you're between 13 and 25 years of age and you've resided somewhere within Atlantic Canada over the last 5 years, then this volunteer opportunity might just be what you're looking for.

As a Literacy Champ with [Digitally Lit: Atlantic Canadian Youth Read](#), you'll be tasked with reading and sharing your *honest opinion* on books made right here in Atlantic Canada. The deal is simple: we'll provide you with your chosen book free-of-charge (we'll even mail it to you!) and all you have to do is read and provide us with a review to share online. We ask only that you comply with new Advertising Standards Canada regulations by disclosing that you got a #freebook and/or you were #sponsoredbyDigitallyLit.

Sound too good to be true? Well there are *a few catches*.

### To qualify, applicants must:

★ Be a young person between 13 and 25 years of age (proof of age required) who genuinely loves reading, particularly those books published right here within Atlantic Canada.



★ Restrict their choice of books to one or more of the following five Atlantic Canadian book publishers: Acorn Press, Bouton D'or Acadie, Breakwater Books, Goose Lane Editions, Nimbus Publishing.

★ Reside or have resided somewhere within Atlantic Canada over the past five years.\*

★ Read or write English fluently. *Ability to read and write in Acadian French and/or any other language will be considered an asset.*

*\*According to the most recent census report. The individual does not need to be a permanent resident of Canada: international students, provincial nominees and/or non-permanent residents may apply.*

## Still think you'd make a great Literacy Champ for Digitally Lit?

If so, please send along a cover letter (no less than 500 and no more than 1000 words) explaining exactly why to [info@digitallylit.ca](mailto:info@digitallylit.ca).

### About the Strategy

Through various forms of digital media engagement, the Public Youth Engagement Strategy through Atlantic Published Texts (known colloquially, and henceforth as *Digitally Lit*) is seeking to empower a diverse range of young people between the ages of 13 and 25 currently residing in Atlantic Canada to read books created by Atlantic Canadian Publishers.

### Our Policy

The Atlantic Canadian Publishers' Digital Youth Engagement Strategy is committed to fostering a pan-Atlantic youth culture grounded in learning, diversity and inclusiveness. As such, we encourage applications from Indigenous bands, persons with a disability, racially visible persons, women, persons of minority sexual orientations and gender identities, and all candidates who would contribute to the diversity of our community.

**We look forward to hearing from you.**