



Literacy Assistance Center

MEDIA ALERT
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Adrienne Vittadini Trunk Show to Benefit Literacy

On Wednesday, April 7, 6-8 pm, top fashion designer Adrienne Vittadini will present Icons of Style, a trunk show featuring the 2004 spring collection, at the Mall at Short Hills, 1200 Morris Turnpike, Short Hills, NJ. *Harper's Bazaar's* merchandising editor and Adrienne Vittadini's top fashion experts will join guests for informal modeling and cocktails. Adrienne Vittadini is donating a portion of all sales during this event to New Jersey Reads, which will distribute the funds to local literacy programs.

Together New Jersey Reads and New York Reads, supported by Verizon, provide the tri-state area with a network of support to improve literacy for adults and children. Over 40 percent of adults in the region cannot read well enough in English to decipher a medicine label or a typical job application. In today's economy, this low level of English-language literacy skills effectively bars them from most jobs. It increases the likelihood that their children will do poorly in school, and that they and their children will have severe health problems. Free literacy programs throughout both states offer these adults a chance to expand their options. New York Reads and New Jersey Reads provide financial support for these varied and independent programs and gives them an opportunity to get their common message out to a broader public.

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