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NEW YORK CITY'S MIMI LEVIN LIEBER Named Purpose Prize Fellow

Purpose Prizes Honor Americans Over Age 60 for Making an Extraordinary Impact in their Encore Careers

New York City — Civic Ventures today announced that Mimi Levin Lieber, from New York City, is a 2011 Purpose Prize fellow. Mrs. Lieber was recognized as a social entrepreneur over 60 who, in her encore career, is using her experience and passion to make an extraordinary impact on society's biggest challenges. Now in its sixth year, the \$17 million Purpose Prize program is the nation's only large-scale investment in social innovators in the second half of life.

Mrs. Lieber was named a fellow because of her work promoting childhood literacy in less advantaged New York City neighborhoods by corralling existing community resources. Fifteen years ago she developed a low-cost "Reading Everywhere" model that can be replicated in other urban communities. Today LINC partners with community members to take part in weekly and monthly reading partner programs at a variety of neighborhood sites. Mrs. Lieber sees opportunities everywhere, from a family literacy night at the local library to a reading corner at the local shoe store.

"While Purpose Prize fellows are helping to solve a wide range of pressing social problems, they have one thing in common," said Marc Freedman, CEO and founder of Civic Ventures and author of *The Big Shift* (PublicAffairs Books). "They – and millions of others in encore careers – are turning personal passions and decades of experience into invaluable contributions across sectors, continents and generations, often through entrepreneurship."

The approximately 300 attendees of the invitation-only Purpose Prize awards ceremony will hear from Prize judges, including NBC's Jane Pauley and Sherry Lansing, CEO of The Sherry Lansing Foundation and former chair of Paramount Motion Picture Group. The 28 judges – leaders in business, politics, journalism and the nonprofit sector – chose the five winners from a pool of more than 1,000 nominees.

"It does take the whole village to raise a child, and urban villages have lots of available readers and helpers if they are recruited properly, trained and recognized for their efforts," Lieber says. "I am grateful for this recognition from Civic Ventures. It is really exciting to share our values and ideas about how to help less advantaged kids' literacy skills in their own neighborhoods."

Funded by The Atlantic Philanthropies and the John Templeton Foundation, The Purpose Prize is a program of Civic Ventures' Encore Careers campaign (www.encore.org), which aims to engage millions of boomers in encore careers combining personal meaning, continued income and social impact in the second half of life.

For more information about The Purpose Prize, visit: www.encore.org/prize.

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About Civic Ventures (www.encore.org)

Civic Ventures is a think tank on boomers, work and social purpose. The organization introduced the concept of encore careers, which combine meaning, continued income and social impact. The Purpose Prize, funded by The Atlantic Philanthropies and the John Templeton Foundation, is a program of Civic Ventures.

About Literacy Inc. (www.lincnyc.org)

Since 1996, Literacy Inc. (LINC) has been helping children on their path to success by activating and organizing existing resources in the community to build strong readers. Through cultivating collaborations and leveraging community resources, LINC is able to help provide expanded opportunities for children to read and, ultimately, to succeed. Whether in schools, parks, laundromats, hair salons, health centers, or libraries, LINC supported programs are available.