

FOR IMMEDIATE RELEASE: 1/3/2011

Literacy Inc. Names Barbara Reuter as Executive Director

New York, NY – January 3, 2011 – The Board of Directors of Literacy Inc. (LINC) announces the appointment of Barbara Reuter as its Executive Director. LINC is a NYC-based childhood literacy non-profit working to inspire and enlist communities to create a better future for at-risk children through early reading success.

Ms. Reuter has over thirty years experience in managerial and leadership roles at both profit and non-profit organizations in New York City. Most recently, she served as Executive Director of the New York Program Office of NFTE, the Network for Teaching Entrepreneurship. Prior to joining NFTE, she was a business executive specializing in strategic planning and consumer product marketing. Ms. Reuter began her career as an educator in the New York City public school system. She subsequently taught at Long Island University and in the City University of New York after receiving two Masters Degrees and a Doctorate in Education from Columbia University Teachers College. She also completed the Program for Senior Executives at the Sloan School of the Massachusetts Institute of Technology.

“The LINC Board engaged in a strategic selection process that allowed us to make this decision both thoughtfully and quickly,” said Luke Sarsfield, Chair of the Board of Directors. “We are fortunate to have talented, dedicated staff who effectively executed all programming and fundraising functions during the search. Thankfully, this has been a smooth and natural transition for our organization and we are thrilled to welcome someone of Barbara’s caliber to LINC.”

About Literacy Inc.:

Literacy Inc. (LINC) works with school, family, business and community partners in New York City’s low-income neighborhoods to create and sustain reading programs that further literacy in at-risk children. To encourage eager readers, LINC focuses on four program areas: Reading Partner Programs, Parent Programs, Community-Based Literacy Celebrations, and Partnerships and Collaborations with like-minded organizations.

LINC is unique in its strategy to activate existing resources and train neighborhood residents to read with children wherever they are. In the program year ending June 30, 2010, LINC reached more than 7,000 low-income children and over 500 parents across New York City. Through our neighborhood approach, we worked with partners in all five boroughs, including 57 public schools, 7 branch libraries, and 25 community partners. Visit us at www.lincnyc.org.

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