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FOR IMMEDIATE RELEASE: EXECUTIVE DIRECTOR ANNOUNCEMENT AND 6TH ANNUAL LITERACY LUNCHEON

The Board of Directors of Cape Fear Literacy Council is pleased to announce the appointment of Yasmin Tomkinson as the Council's Executive Director, effective in June 2015. Tomkinson has served as the Interim Executive Director since December 2014 and prior to that she served as the Adult Literacy Program Director at the Literacy Council since 2004.

CFLC will celebrate Ms. Tomkinson's promotion and its 30-year mission to eradicate illiteracy in the Cape Fear region at its 6th Annual Literacy Luncheon on July 30th featuring CFLC's Group Readers and special celebrity guest, actor Dean Norris.

YASMIN TOMKINSON APPOINTED AS CFLC'S EXECUTIVE DIRECTOR

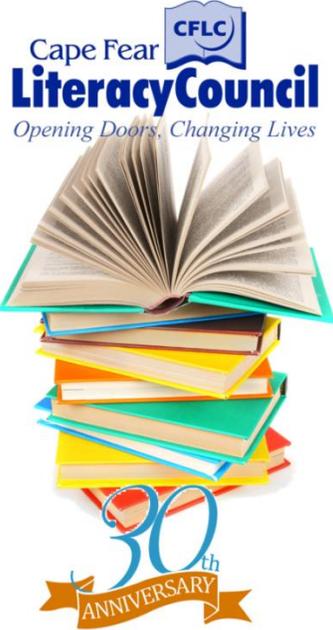


(Photo courtesy of Mark Steelman – WILMA Magazine)

The Cape Fear Literacy Council's Board of Directors is excited to announce the recent promotion of Yasmin Tomkinson to Executive Director. Yasmin has served as Interim Executive Director since December 2014. She came to the Cape Fear Literacy Council as a volunteer tutor in 2002 and she joined the staff in 2004 as the Adult Literacy Director. Yasmin studied Education and American History at Vassar College and got an MBA with a concentration in Non-Profit Management from Boston University. She worked for education-focused non-profits in rural Utah, Los Angeles, Baltimore, and Boston before moving to Wilmington.

CFLC's Board President, Rachel Pace states, "We are so very pleased that Yasmin Tomkinson is now our Executive Director. Already over the past six months she has brought fresh energy to our organization. Because of her long time commitment to literacy and a strong and detailed knowledge of our programs Ms. Tomkinson brings many talents to the position. We are looking forward to continued growth for Cape Fear Literacy Council under her leadership."

PLEASE JOIN CAPE FEAR LITERACY COUNCIL AT OUR 6TH ANNUAL LITERACY LUNCHEON!



Cape Fear
Literacy Council
Opening Doors. Changing Lives

30th
ANNIVERSARY

2015 LITERACY LUNCHEON

July 30, 2015 - 11:30 - 1:00
Pine Valley United Methodist Church
3788 Shipyard Boulevard



Featuring special guest, acclaimed actor
DEAN NORRIS
From the hit television series
"Breaking Bad" and "Under the Dome"

Mark your calendars to join Cape Fear Literacy Council on Thursday, July 30th, at Pine Valley United Methodist Church, for the Cape Fear Literacy Council's **6th Annual Literacy Luncheon** featuring CFLC's Group Readers and special celebrity guest, actor Dean Norris.

Guests will also have the opportunity to meet several students whose lives have been changed through their experiences at CFLC and hear from New Hanover County Commission Chairman, Jonathan Barfield, Jr. and Vertex Rail Technologies' Jamir Jumoke about the incredible social and economic impact of improving literacy in our region. CFLC's Executive Director, Yasmin Tomkinson states, "We are thrilled to showcase our presenters, all of whom have a connection to what we do at the Literacy Council. Effective reading and communication skills are absolutely essential in today's society, and low literacy is an underlying cause for so many other issues. We are grateful to our luncheon speakers for bringing attention to the good work we do to make a difference in this community."

For the past 30 years, Cape Fear Literacy Council has partnered with thousands of volunteers, tutors, and generous supporters to provide small group classes and one-on-one tutoring services to adults in the Cape Fear region. Nearly 40% of adults in the surrounding areas struggle with basic reading comprehension. CFLC aims to eradicate this statistic by offering targeted educational services. The result is an increase in the opportunities available to both adult learners and their families. The proceeds from the Literacy Luncheon help make this vision a reality for its students.

Luncheon Co-Chair, Craig Snow, speaks on the value of attending the Luncheon, "We hope you will join us to hear the real nitty-gritty from students and tutors about how the Literacy Council changes lives...for the good. Actor Dean Norris will be our guest star, but we all would agree the real stars are the students that have made their own lives better by learning to read."

This is the community's opportunity to ensure that the Literacy Council will continue to provide its quality adult education services for the next 30 years! Table Host opportunities are now available for \$300, Sponsorships range from \$500 - \$5,000. A limited amount of Reserved Seating tickets are also available \$100 each. Reservations may be made [clicking this link](#), visiting www.cfliteracy.org or calling the Literacy Council at (910)251-0911.

For questions or more info about the Literacy Luncheon, please contact Cape Fear Literacy Council at (910) 251-0911 or info@cfliteracy.org.

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