



PRESS STATEMENT
FOR IMMEDIATE RELEASE
December 15, 2009

Contact:
Frank Soultz
Director of Communications
MIRA Coalition
617-350-5480 ext. 204
216-849-2271 (cell)
fsoultz@miracoalition.org

Matt Laidlaw
Director of Communications
City of Everett
617-394-2270

Mayor Carlos DeMaria Jr. Joins English Works Campaign

The English Works Campaign and the City of Everett are pleased to announce that Mayor Carlos DeMaria Jr. has committed to support Adult Basic Education (ABE) and English for Speakers of Other Languages (ESOL). Mayor DeMaria has officially signed on to the English Works Campaign, a statewide coalition of immigrant community leaders, labor unions, and businesses working together to increase the availability of English classes for immigrants in the workforce. Along with the Mayors of Boston, Revere, Somerville, Cambridge, Melrose, Salem, Northampton, and New Bedford, Mayor DeMaria is now a member of the English Works Mayors Circle, a group of elected officials who have joined the Campaign to encourage local businesses to invest in ESOL.

“These are challenging times for all of us. In order for us to truly be leaders in both government and industry, we have to have a strong workforce. Joining the English Works campaign we’ll do what we can to help all of our businesses and residents. If we can overcome any obstacle, it’s the ability to teach English and continue to develop an already talented workforce.”

The English Works Campaign is led by a leadership circle composed of 11 high-profile members, a steering committee, and a campaign committee of 65 organizations that work together to increase the availability of English language classes that will benefit immigrant workers, the businesses that employ them, and the Commonwealth. The campaign was launched in June of 2008 and already had several successes. In November, the campaign celebrated the release of the Massachusetts Learn at Work Program, a \$1.4 million fund dedicated for workplace ABE and ESOL, which the campaign strongly advocated for over the last year. Business partnerships can now apply and receive funding from Commonwealth



Corporation for programs that will offer workers a chance to learn English, and businesses a chance to improve communications, customer service and workplace safety.

With the support and leadership of Mayor DeMaria and local community partners, such as the Everett Literacy Program, La Comunidad, Inc. and Latinos Unidos en Massachusetts (LUMA), the English Works Campaign will encourage business leaders in Everett to invest in their employees and in the future of the Commonwealth for a strong and skilled workforce.