

WE'RE
PASSIONATE
ABOUT
LITERACY.

Passion



Verizon SuperPages

Baltimore Books Beginning with Books Books One Wings City Parks Foundation
DC Home Norfolk Public Library The Philadelphia Mayor's Commission on Literacy
Richmond Area Reading Council Dupont and Cumberland County Library System
Volunteers in Providence Schools Colonial Community Center Dallas Public Library
St. Mary's High School North Dallas High School Summit Public Library
University of Texas Volunteer Center of Dallas Agnes De Alencar League Baseball
Hillsborough County Library Concord School Arlington Book Club Home Library
Long Beach Public Library Clifford Elementary Youth Foundation King County
Library System Duane Miller Library High School National Children's Book Library
Alliance Dallas Black Chamber of Commerce Sun Lake Regional Library Foundation



We help people enter
a whole new chapter
in their lives.

In addition to providing the world's leading directories — Verizon SuperPages, Better Pages for Better Decisions — Verizon Information Services is also an active participant in the communities we serve.

Our largest community relations initiative, and perhaps the one of which we are most proud, is our campaign to promote literacy in America.

Since 1997, Verizon SuperPages, with the generous commitment of our employees, has made it possible for thousands of children, adults, and families to acquire the skill and love of reading that truly opens whole new chapters in their lives.

You might be surprised to learn that:

- in homes where reading materials are plentiful, children have higher average reading proficiencies*
- there is a direct correlation between the number and variety of reading materials available in a child's home and standardized test scores**



• experts believe that adults with poor literacy skills lack a sufficient foundation to function well in society***

Combine that information with the fact that a college degree is now the single greatest factor in determining access to better job opportunities and higher earnings,† and the value of literacy becomes even more apparent.

Literacy is not only vital to individual Americans, it improves the quality of our work force and contributes to the success of our communities and our country.

That is why Verizon SuperPages and our employees are devoting so much of our time and resources to helping people of all ages become proficient readers.

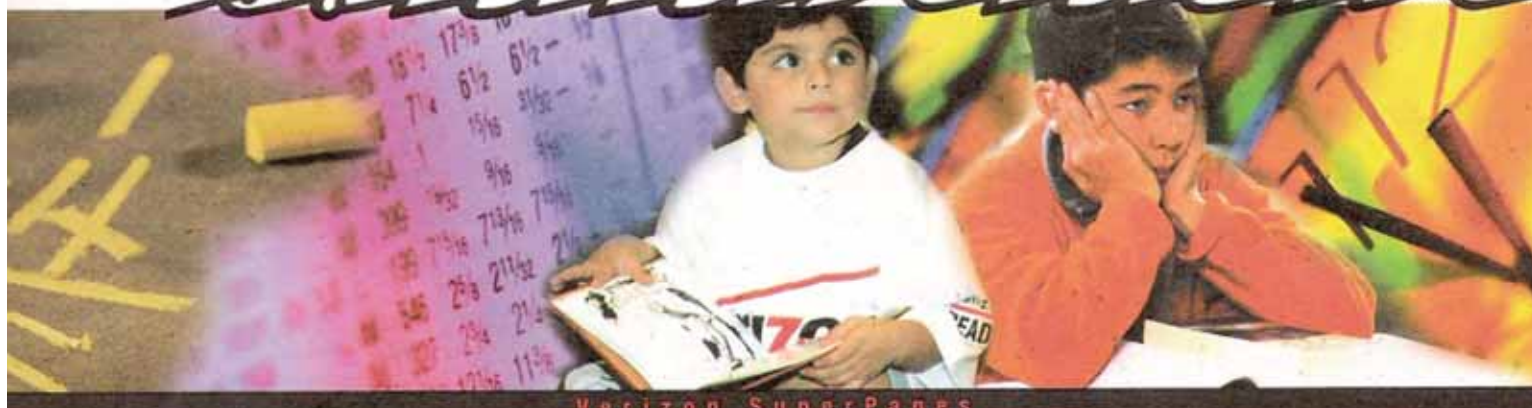
* 1996 National Assessment of Educational Progress

** Educational Testing Services, Princeton, NJ

*** Digest of Education Services, 1999

† Children's Defense Fund, State of America's Children Yearbook, 2000

commitment



Verizon SuperPages

*How fitting that the publisher
of perhaps the most often used book
in America is now a champion
in the crusade for literacy.*

Nationally, Verizon SuperPages has already donated more than \$3 million in support of literacy; we have collected and donated nearly one million books; and our dedicated employees have spent thousands of hours of their own time teaching, mentoring and encouraging people of all ages who want to improve their reading skills.

Verizon SuperPages literacy work includes both corporate and employee initiatives. And our funding focus is on literacy as well as computer literacy and work force development.

Here are just some of the literacy programs with which we are involved.

One of our literacy achievements has been establishing the Book Angel program.

Verizon SuperPages created the Book Angel program to encourage children all over the country to read by making it possible for them to have books of their own.

Book Angel is an innovative national program that involves the collaboration of schools, Scholastic Book Fairs, and Verizon SuperPages. When a book fair comes to their school, children are given Verizon Dollars. Verizon Dollars are

backed by a financial contribution from Verizon SuperPages and allow children to purchase books at their school's book fair.

Book Angel has already provided books for thousands of children all over the country. And their teachers report that children involved with Book Angel have a renewed enthusiasm about books and reading.

Partnership programs allow Verizon SuperPages to make more of an impact on community literacy efforts.

Verizon SuperPages has been very successful in partnering with dozens of local communities to more actively promote literacy. Here is just a sampling of our many partnership programs.

Baltimore Reads With a sizable contribution from Verizon SuperPages, the city of Baltimore was able to expand its Book Bank program. The program provides nearly 100,000 books each year to families who might not be able to afford their own books. As a result, many disadvantaged children and adults have the opportunity to read at home to improve their reading skills — and their chances for a brighter future.





Other literacy efforts also allow us to continue our mission.

Fort Wayne Wizards Reading Program Verizon SuperPages donated \$50,000 to this Minor League baseball team's popular reading program (80,000 children participate!) that rewards area students for their reading accomplishments. In addition, actor and Verizon spokesperson, James Earl Jones, came to a ball game to announce the donation, read "Casey at the Bat," and recite the national anthem to a cheering crowd.

Multnomah County Library System Computer Lab Training Verizon SuperPages gave this Oregon library system a grant to create a computer literacy program. The goal is to train and provide information resources to all county residents, enabling them to use computers more effectively and efficiently in this Information Age.

Books Are Wings In partnership with Citadel Communications, Verizon SuperPages sponsors a multi-faceted program that collects and distributes, through Rhode Island public libraries, up to 100,000 new and used books to the state's school children at family-focused events full of reading, revelry, and refreshments.



Enlighten Me Recently, Verizon SuperPages launched an interactive content site on SuperPages.com. Enlighten Me offers children and adults a wealth of educational information, including book recommendations, community information, a literacy leaders section, and the Super Thinkers game section for kids.



VolunteerMatch Our employees have always been enthusiastic about helping out in their communities. To allow each of them to find the volunteering opportunity that is the best fit, Verizon SuperPages has made available to them an online resource called VolunteerMatch. It's an easy-to-use, up-to-date database that includes thousands of local organizations that are looking for volunteers.

Product Donations As part of our literacy effort, each year Verizon SuperPages also donates advertising space in our directories to our partner organizations to help them broaden their reach in the community.

dedication



Verizon SuperPages



*Every day, all over the nation,
people associated with Verizon SuperPages
are doing their part to promote literacy.*

Verizon SuperPages has a long heritage of community involvement and leadership. For example, did you know that we have been recycling our directories since the 1800s?

It is only natural then that Verizon SuperPages is now dedicated to a movement that has the potential to make a dramatic difference in the lives of many. Literacy.

All of us at Verizon SuperPages are determined to lead the fight to increase U.S. literacy levels by raising funds, encouraging collaboration between literacy advocates, and creating public awareness.

Be sure to visit us at www.SuperPages.com.

If you would like to get involved by donating your time and/or resources to the advancement of literacy, please call 800.573.8722 and ask for Verizon Information Services Community Relations. Your participation would be greatly appreciated.



