



News Release

Contact:
Jason Parent
Development and
College Relations Office
33 Edgemont Drive
Presque Isle, ME 04769
Phone: (207) 768-2808
Fax: (207) 760-1101
jparent@nmcc.edu

November 7, 2008
NR08105

NMCC to host Irish-themed kick-off for READ program with unveiling of first three posters featuring former Senator George Mitchell and two NMCC Mitchell Scholars

Aroostook County - Former U.S. Senate Majority Leader George Mitchell and two Northern Maine Community College students, who were fortunate enough to be named recipients of a peace scholarship established in his honor, will be the first to have their posters unveiled as part of a new campaign launched by the College library.

The kick off of the NMCC READ campaign on Monday, November 20, at 9:00 a.m. in the College library will be an Irish-themed gathering to celebrate the accomplishment of NMCC student Lucas Ireland, this year's recipient of the George Mitchell Peace Scholarship. Ireland won the scholarship based on his academic success and commitment to community service. He will travel to Ireland to study at the Cork Institute of Technology next semester.

The American Library Association established the READ campaign, a literacy program to encourage reading for enjoyment. For over twenty-five years, the ALA has sponsored the campaign that displays posters of notable Americans and celebrities who are photographed with their favorite book to lend support to the simple but powerful message: READ! The series is the most widely recognized promotion for literacy and libraries and it is now possible for libraries to create their own posters using software developed for this purpose.

“The ultimate aim of the READ campaign is to emphasize that reading is as enjoyable as it is important and to encourage students, faculty and staff to take advantage of the resources available at the library to all members of the NMCC family,” said Gail Roy, assistant dean of learning library resources. “The READ campaign at NMCC is intended to remind the campus community that reading—especially the reading of books—is entertaining and edifying, a means through which the reader can both gain exposure to a variety of human perspectives and improve general language skills.”

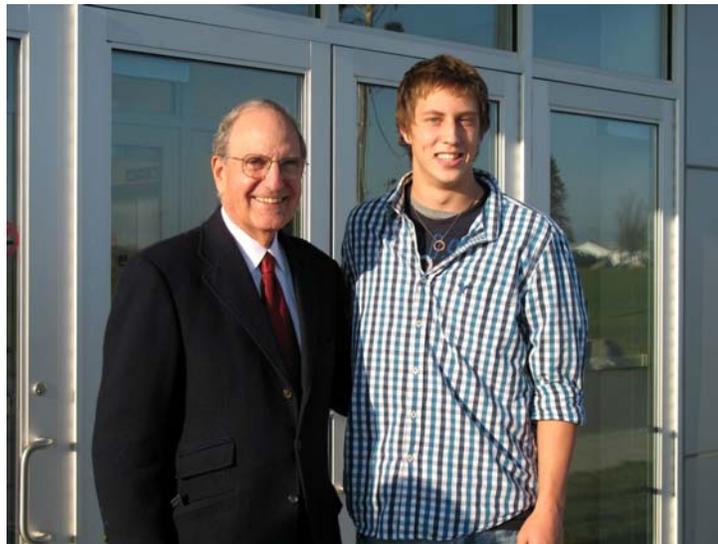
NMCC is promoting the READ campaign with the creation of its first three posters featuring local celebrities. In addition to Senator Mitchell and Ireland, NMCC graduate Kent Corey, the recipient of the George Mitchell Peace Scholarship in 2003, will be the first to be featured in the campaign. The posters will be unveiled at the reception on the morning of November 17.

In addition to the poster unveiling, NMCC's library will also exhibit its new collection of books about Ireland and its people and culture. The reception will feature appropriately themed refreshments, including Irish breakfast tea, coffee, scones, and Irish cakes. The event will also serve as a formal send-off for Ireland, who will leave for Ireland at the beginning of next semester.

The George Mitchell Peace Scholarship fund was created in 1998 to honor former U.S. Senator and Maine Native George Mitchell for his work and dedication in helping to facilitate a peace accord between Northern and Southern Ireland and his lifelong commitment to public service. The selection process is very competitive and many students from community colleges in Maine apply.

The public is invited and encouraged to attend the November 17 gathering at the College. The NMCC library plans to continue the READ program with future "celebrity" posters to be unveiled in the future.

#####



Former Senator George Mitchell and NMCC student Lucas Ireland, this year's Mitchell Peace Scholar. Photos of Mitchell and Ireland will be unveiled as part of NMCC's launch of its READ program on November 17.