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IDAHO JOINS NATIONWIDE CAMPAIGN TO INCREASE DIGITAL LITERACY, INTERNET ACCESS FOR 100 MILLION “OFFLINE” AMERICANS

*Connect2Compete Will Provide Idaho Residents Access to Programs Offering Discounted
High-Speed Internet and Low-Cost Computers*

*In Partnership with the Ad Council, Connect2Compete Launches “EveryoneOn” PSA Campaign
to Connect Americans with Free Digital Literacy Classes*

Boise, March 21, 2013 – Digital literacy is critical to America’s economic future, and possessing these skills is now essential for accessing the jobs and education opportunities that will enable current and future generations to compete in the 21st century workforce. Yet roughly 100 million Americans do not have a broadband connection at home, and 62 million do not use the Internet at all. In Idaho, an estimated 277,500 people still don’t use the Internet. Today, Idaho public libraries from Boise to Hayden will play an integral role in the launch of a national campaign from nonprofit [Connect2Compete](#) designed to increase digital literacy and access to technology for all Americans. The initiative will connect Idaho residents with access to programs that provide free or discounted Internet access and low-cost computers, as well as free digital skills training classes.

“The costs of the digital divide are clear and documented,” said Zach Leverenz, CEO of Connect2Compete. “Digital literacy skills are the key to education and economic opportunities for current and future generations. We’re thrilled that Idaho has joined in this nationwide effort to ensure that all Americans have the tools they need to compete in the digital economy, regardless of age, race, geography, income or education level.”

In addition to providing access to affordable Internet service and low-cost computers, Connect2Compete has worked with partners at Ada Community Library in Boise and Community Library Network at Hayden to aggregate digital skills training opportunities. Both libraries will celebrate today’s launch of the “EveryoneOn” campaign with digital literacy classes. Ada Community Library is offering an eBook open house and the Hayden Library will train parents to use [DaybyDayID.org](#) online story time and Tumblebooks eBooks. “Idaho public libraries are key to the success of the EveryoneOn campaign because of their demonstrated commitment to providing free access to the Internet and training to improving people’s computer skills, said State Librarian Ann Joslin. “And the computer training locator [EveryoneOn.org](#) will provide the libraries with an additional venue to get the word out about the digital literacy training they offer.”

To help drive awareness of the free digital skills trainings, Connect2Compete and the Ad Council are also launching the nationwide public service advertising (PSA) campaign, “EveryoneOn,” created pro bono by Y&R. The Ad Council is a nonprofit organization known for developing and delivering critical messages to the American public, such as Smokey the Bear’s “Only You Can Prevent Forest Fires” and “Friends Don’t Let Friends Drive Drunk.” The “EveryoneOn” campaign will include television, radio, and digital (mobile and Web) advertisements, as well as a separate social media campaign designed to communicate the

value of digital literacy and drive people to learn more at EveryoneOn.org or through the 1-855-EVERY1ON help line. The Ad Council is distributing the PSAs to media outlets nationwide and they will run in time and space entirely donated by the media. Consumers can follow the campaign on Facebook at <https://www.facebook.com/EveryoneOn> or through Twitter at https://twitter.com/everyone_on. To view the PSA, visit EveryoneOn.adcouncil.org.

For more information on the campaign and list of free digital skills training opportunities in your area, call 1-855-EVERY1ON or text "Connect" to 30364. Consumers can also visit www.EveryoneOn.org, which will include a zip code locator tool to find free digital literacy training classes and links to best-in-class online training resources. Information will be available in English and Spanish.

For details and information regarding free and low-cost Internet service and discounted computer programs in Idaho, please visit www.Connect2Compete.org.

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About Connect2Compete

Connect2Compete (C2C) is a national nonprofit that aims to eliminate the digital divide by making high-speed, low-cost Internet, computers, and free digital literacy accessible to all unconnected Americans. Technology and digital skills are essential to ensure future generations can compete in the global economy and to prepare them for the 21st century workforce. C2C aims to leverage the democratizing power of the Internet to provide opportunity to all Americans – regardless of age, race, geography, income, or education level. For more information, please visit www.Connect2Compete.org.

About the Idaho Commission for Libraries

The Idaho Commission for Libraries (ICFL) assists libraries to build the capacity to better serve their clientele. To learn more about ICfL, visit <http://libraries.idaho.gov/>.

About Ada Community Library

The Ada Community Library is committed to providing a broad range of library materials and services; offering personalized assistance for all community residents; encouraging early literacy and life-long learning; and increasing cooperation and resource sharing among area libraries. Ada Community Library includes four branches in Ada County serving a population of nearly 53,000. See more at www.adalib.org.

About Community Library Network

The Community Library Network reflects the local communities through quality programs, services and materials. The Board of Trustees and talented staff members believe in and offer lifelong learning opportunities in a customer-focused environment. The Community Library Network includes seven branches in Kootenai and Shoshone counties serving a population of over 104,000. See more at www.communitylibrary.net.