WORLDREADER ANNOUNCES THE “E-BOOKS FOR ALL” CLINTON GLOBAL INITIATIVE COMMITMENT TO HELP FIGHT GLOBAL ILLITERACY
Together with partners Microsoft Mobile and Pratham Books, the nonprofit plans to deliver digital books to over 5 million people in the developing world

NEW YORK, NY & SAN FRANCISCO, CALIFORNIA – September 22, 2014 – Worldreader (worldreader.org) today announced its 2014 Clinton Global Initiative (CGI) Commitment to Action to help fight global illiteracy by creating widespread access to digital books in the developing world. With the “E-Books For All” commitment, Worldreader plans to provide more than 5 million people with access to digital books so that they can improve their lives and their communities.

There are 740 million illiterate people in the world and 250 million children of primary school age who lack basic reading and writing skills (UNESCO). Lack of access to books is a fundamental impediment to literacy and a culture of reading. Yet of the seven billion people on Earth, more than six billion now have access to a working mobile phone. As the 2014 UNESCO report “Reading in the Mobile Era” notes, “If every person on the planet understood that his or her mobile phone could be transformed – easily and cheaply – into a library brimming with books, access to text would cease to be such a daunting hurdle to literacy.”

The Commitment to Action will allow Worldreader to expand its impact over the next 3 years by:

• Quadrupling the Worldreader Digital Library: By dramatically increasing the number of African and Indian digital titles available for free or low cost, Worldreader users will have access to compelling and culturally familiar material in more than 40 languages.
• Distribution to 5 million: Worldreader, in partnership with Australian mobile developer, biNu, already makes it possible for anybody with a data-enabled phone to read books. In 2015-2017, Worldreader will develop and deploy three new reading applications, including Worldreader Mobile for Android and Windows Phones users and web-enabled tablets.

To achieve its Commitment goals, Worldreader has brought together a powerful array of partners including the Bill & Melinda Gates Foundation, the United Nations High Commission for Refugees (UNHCR), Pratham Books, Kenya’s Longhorn Publishers, and Microsoft Mobile.

“Literacy is a driving force of economic growth, prosperity and general well-being. Yet many people in this world don’t have the first and most necessary tool to literacy: books,” said Sanna Eskelinen, Social Investment at Microsoft. “We’re pleased to be part of this collaboration which supports the use of mobile phones, for increasing access to books and improving literacy outcomes in the developing world.”

"Pratham Books has printed over 11 million books in 10 Indian languages and in English,” said Suzanne Singh, Chairperson, Pratham Books. “Our partnership with Worldreader will
Worldreader is a global not-for-profit organization that aims to put a library of digital books in the hands of children and families across the world. Founded in 2010 by former Microsoft and Amazon executive David Risher, and former Marketing Director at Barcelona’s ESADE Business School Colin McElwee. Worldreader has created a network of wireless devices connected via the cloud to the world’s largest repository of digital books for the developing world, creating the least expensive and easiest way to put books in the hands of millions. Worldreader currently reaches over 200,000 readers a month in 27 countries, providing over 6,000 book titles in 41 languages from Afrikaans to Swahili. Headquarters: San Francisco, CA; Offices in Barcelona, Spain, and Accra, Ghana.

About the Clinton Global Initiative
Established in 2005 by President Bill Clinton, the Clinton Global Initiative (CGI), an initiative of the Clinton Foundation, convenes global leaders to create and implement solutions to the world’s most pressing challenges. CGI Annual Meetings have brought together more than 180 heads of state, 20 Nobel Prize laureates, and hundreds of leading CEOs, heads of foundations and NGOs, major philanthropists, and members of the media. To date, members of the CGI community have made more than 2,900 commitments, which are already improving the lives of more than 430 million people in over 180 countries.

CGI also convenes CGI America, a meeting focused on collaborative solutions to economic recovery in the United States, and CGI University (CGI U), which brings together undergraduate and graduate students to address pressing challenges in their community or around the world. For more information, visit clintonglobalinitiative.org and follow us on Twitter @ClintonGlobal and Facebook at facebook.com/clintonglobalinitiative.

Press Contacts:
- Andrea McDonald, Finn Partners 415-249-6768 andrea.mcdonald@finnpartners.com
- Howard Solomon, Finn Partners 415-272-0767 howard.solomon@finnpartners.com

Worldreader is a US 501(c)(3) public charity, EIN 27-2092468