

THE INTERNATIONAL DYSLEXIA

ASSOCIATION

ONTARIO BRANCH

(ONBIDA)

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FOR IMMEDIATE RELEASE

**PAULA TODD FROM CTV'S W-FIVE
HOSTING FIRST DYSLEXIA FUNDRAISER**

Toronto, September 10, 2008 – Paula Todd, award-winning broadcaster and investigative reporter for W-FIVE, will be hosting the first fundraiser to benefit The Ontario Branch of the International Dyslexia Association (ONBIDA) in Toronto next month.

To kick off Learning Disabilities Awareness Month in October, Right To Read Night will be held in downtown Toronto. Guests will enjoy a social evening and silent auction hosted by W-FIVE's Paula Todd from 6:30 pm to 9:00 pm on Tuesday October 6th at Pravda located at 44 Wellington Street East. Full details and tickets for the event are available by visiting www.RightToReadNight.com.

The event tagline states "Learning to read is a right, not a privilege," and organizers intend to make sure that everyone enjoys that right. Proceeds will be donated to ONBIDA which serves the 1 in 10 people in Ontario with dyslexia, their families, and the professionals that support them. ONBIDA president Sally Shearman notes that dyslexia is a lifelong learning disability that cannot be cured, however, with specialized instruction these individuals can learn to read.

Todd immediately agreed to host the event raising funds and awareness for such a prevalent disability. "Reading and writing are among my most treasured experiences," Todd says. "I became passionate about supporting dyslexia work in the hope that others could enjoy the same pleasure. Then I got a huge surprise: it's not what we can do for people with dyslexia -- it's what they can do for us -- if we just help translate the many different ways we all have of recording and telegraphing brilliant ideas." Todd goes on to ask the non-dyslexic community to do their part in understanding dyslexia. "I want to help people see that just because you can't always understand what a dyslexic person has written doesn't mean there's something wrong with you. It means we all have a lot to learn about the unique way each and every one of our brains is wired."

About The Ontario Branch of the International Dyslexia Association

The Ontario Branch of the International Dyslexia Association (ONBIDA) was founded in June 2004 and is operated by volunteers providing free information, support and referral services to the public. Members include individuals with dyslexia and their families, educators, diagnosticians, physicians, researchers and other professionals in the field of dyslexia and learning differences. ONBIDA believes that all individuals have the right to achieve their potential, that individual learning abilities can be strengthened, and that social, educational and cultural barriers to language acquisition and use must be removed. For more information about dyslexia and learning disabilities, call 416-716-9296 or visit www.idaontario.com.

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