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News Release



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IBTA Partners with Indy Reads to Promote Literacy throughout Central Indiana

Cedar Park, TX February 11, 2019 , 2019 – The International Business Training Association (IBTA) partnered with Indy Reads to battle illiteracy in central Indiana. Indy Reads works to provide everyone the opportunity to learn to read, write, speak, and comprehend English, and to reach their full potential. With dynamic, immersive programming in their Community Classrooms program; certification classes focused on workforce readiness; and a wide range of events and workshops hosted through their bookstore, Indy Reads Books, Indy Reads is building up families, workplaces, and communities.

The shocking reality is that more than 16% of adults in Marion County Indiana read below a fifth-grade level. This may leave them unable to fill out a job application, understand a newspaper, or help their kids and grandkids with homework. Indy Reads is working to combat this problem and make 100% literacy for all more than just a vision statement.

An important element in this work is the recent partnership Indy Reads has developed with IBTA. Once participants have built up literacy skills with Indy Reads, they are able to pursue High School Equivalency (HSE) diplomas and further job skills training and professional development. IBTA's certification programs are an integral aspect of equipping these career-minded individuals with the skills they need to pursue careers in business, including adults who may not seek out literacy classes with Indy Reads.

The partnership between Indy Reads and IBTA provides adults across Central Indiana with opportunities for more gainful and fulfilling employment, increased opportunities for community involvement, and career development that may have been previously inaccessible to them.

IBTA's certification programs provide learners with the skills and knowledge necessary to meet and exceed employer expectations at a global level. "We're excited to offer these new certifications to job seekers," says Indy Reads CEO Ryan King. "Our work is all about lifting up adults and families; certifications are an incredible resource for those seeking new career opportunities, or to move up in their current role."

By partnering with Indy Reads, IBTA continues to maintain its commitment to providing professionals with the essential business skills necessary to compete in today's global economy. Vice President of Operations Dario Morell says, "We are thrilled to have this partnership with Indy Reads. We succeed by helping the students become better equipped to compete and advance in the business world."

IBTA and Indy Reads look forward to seeing the fruits of their partnership as they battle illiteracy in Central Indiana together.

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About Indy Reads

Indy Reads builds literacy, English language, and job readiness skills to empower adults and families to reach their full potential. For over 30 years, we've worked toward a vision of 100% literacy for all. High literacy levels give access to greater developmental, educational, and career opportunities, but current statistics show that 1 in 6 adults in Indiana read at or below a fifth-grade level. Through our Community Classrooms literacy program we help adult learners increase their literacy and English language proficiency, and our certification programs help to improve employment opportunities for adults of all literacy skill levels. Our student-centered curriculum is led by experienced instructors and trained classroom volunteers, and staff are there for students from the intake process through program completion.

To learn more about Indy Reads visit indyreads.org.

About IBTA

The International Business Training Association is a knowledge-centered organization committed to the training and certifying of business professionals to international standards. IBTA's mission is to equip business professionals with the essential skills and certifications required to meet and surpass business standards in our global industry.

IBTA officially released its business certifications in 2003 under the brand of the Certified Business Professional (CBP) after two years of initial consultation and development. Since 2003, IBTA has partnered with Thomson Prometric, the global leader in technology-enabled testing and assessment services for academic, professional, government, corporate, and information technology markets. Today, IBTA's CBP certification is the fastest growing soft-skills certification for business professionals with partners in the U.S., Canada, Asia, the Middle East, Australia, Latin America, and the Caribbean.

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