

NATIONAL AFFORDABLE HOUSING MANAGEMENT ASSOCIATION

NAHMANews™

PROTECTING THE INTERESTS OF AFFORDABLE HOUSING PROPERTY MANAGERS AND OWNERS

Help NAHMA Connect Adults to Free Literacy App

Alexandria, Va., July 31, 2019 — There is only one month left to download a free app to help affordable housing residents improve their reading and English skills. The app is available for download until Aug. 31. Help the National Affordable Housing Management Association (NAHMA) spread the word by simply distributing flyers available on the [Transforming Lives Through Literacy](#) webpage under the About Us tab at [nahma.org](#).

More than 36 million adults in the U.S. lack basic English literacy—that’s nearly one in six—yet only 5% have access to educational services. Low literacy impacts the well-being of individuals, families and communities. Help NAHMA change that.

This effort is a result of NAHMA being named one of 24 finalists selected as a milestone award winner in the first phase of the Adult Literacy XPRIZE Communities Competition, which is the proposal stage of the competition. As a milestone winner, NAHMA moves onto the second phase, which consists of promoting the download and use of the free adult literacy learning app. Grand prizewinners will be announced in the fall.

“NAHMA is thrilled to have been named one of the winners in phase 1 of the XPRIZE adult literacy competition,” Kris Cook, CAE, NAHMA executive director, said. “We are uniquely situated to reach the low- to moderate-income Americans who are residents of affordable rental housing that are working hard to improve the financial status of their families. We believe they will be interested in taking advantage of the literacy app to improve their reading and English skills, since the app is free, self-supported and self-paced.”

To help NAHMA succeed in promoting adult literacy and demonstrating that housing is a platform for success, please distribute the [English](#) and [Spanish](#) flyers throughout your companies, communities and to on-site staff who can:

- Post the flyers on community bulletin boards or other visible locations
- Provide the flyers as handouts at special events at properties, such as English as a second language and financial literacy classes
- Include the flyers or information from them in community newsletters
- Send the flyers in broadcast emails to residents

The free literacy app is self-supported and self-paced and is intended for all ages—from middle school through seniors—who may want to find better work, advance their education, help their children with homework or read stories with grandchildren. The app can be downloaded at <https://abc.xprize.org/ac5588> until Aug. 31. The literacy app is available for Android devices only.

Improving literacy rates can boost labor productivity, cut billions of dollars in national health care costs and help break the cycle of poverty for families in every state.

About NAHMA

NAHMA is the leading voice for affordable housing management, advocating on behalf of multifamily property managers and owners whose mission is to provide quality affordable housing. NAHMA supports legislative and regulatory policy that promotes the development and preservation of decent and safe affordable housing, is a vital resource for technical education and information and fosters strategic relations between government and industry. NAHMA's membership represents 75% of the affordable housing industry, and includes its most distinguished multifamily owners and management companies. Visit www.nahma.org for more information.

About XPRIZE

XPRIZE, a 501(c)(3) nonprofit, is the global leader in designing and implementing innovative competition models to solve the world's grandest challenges. Active competitions include the Lunar XPRIZE, the \$20M NRG COSIA Carbon XPRIZE, the \$15M Global Learning XPRIZE, the \$10M ANA Avatar XPRIZE, the \$7M Shell Ocean Discovery XPRIZE, and the \$5M IBM Watson AI XPRIZE. For more information, visit xprize.org.

###

Media Contact

Jennifer Jones, Manager of Communications and Public Relations
National Affordable Housing Management Association
703-683-8630, ext. 100
jjones@nahma.org