



# Books Worth Reading

## Achievement Matters

(NAPSA)—No matter what their station in life, parents need to play a significant role in getting their children onto the achievement track. According to a probing new book, this starts with taking charge of a child's education and realizing that learning doesn't stop when the last school bell rings.

⊖ NATIONAL URBAN LEAGUE  
2002 ANNUAL CONFERENCE  
SPECIAL EDITION

"*Achievement Matters* is a much-needed resource that will enable parents to become partners in their children's academic success. Read it and tell others to read it."

—Marian Wright Edelman  
President, Children's Defense Fund

# ACHIEVEMENT MATTERS

GETTING YOUR  
CHILD THE BEST  
EDUCATION  
POSSIBLE



Nationwide<sup>®</sup>  
Insurance

**HUGH B. PRICE** 

PRESIDENT OF THE NATIONAL URBAN LEAGUE

**Who would refuse a child the opportunity to learn, grow and ultimately find success in life?**

*Achievement Matters: Getting Your Child The Best Education Possible* (Kensington, \$27), by Hugh B. Price, is a how-to book that gives parents the practical advice and methods they need to provide the proper foundation for their children's scholastic success.

"Education is the great equalizer of American society," says Price, who serves as president of the National Urban League. "It unlocks the doors to children's futures. It's the key to enabling them to gain access to the opportunity that will propel them up the ladder of mobility."

*Achievement Matters* shows how communities can mobilize to make their local school systems work to give children the best possible quality of education. It also suggests specific ways in which parents can create an environment in their home that encourages a love of learning.

*Achievement Matters* is available wherever books are sold.