

How To Make A Difference For Literacy

(NAPSA)—Helping many Americans turn over a new leaf when it comes to literacy is a program that collects thousands of new and nearly-new books.

Statistics show that children who are read to frequently are nearly twice as likely as others to show three or more skills associated with emerging literacy.

“Donating books and providing educational tips to families helps increase each child’s opportunity for literacy development,” says Dr. Elanna Yalow, President of Knowledge Learning Corporation (KLC). “It also teaches our students about the values of charity and selflessness.”

Children, parents, teachers and others in over 1,500 locations participate in the annual book drive that benefits charitable organizations and libraries.

These tips suggest other ways parents can get involved and encourage good reading skills:

- **Read Early.** Experts suggest that parents share reading with their child beginning in the first weeks. Reading aloud and using interactive language are the most important activities to build a foundation of literacy.

- **Read Often.** Reading stimulates brain development in important ways, yet half of infants and toddlers are rarely read to. Experts suggest 20 minutes a day.

- **Read Over And Over Again.** Children learn something new every time they experience a book: new vocabulary, a different character, new meaning from the plot. It often takes at least four readings for a child to master the subject matter. Practice with the same book also increases fluency.

- **Model Reading.** Read the newspaper, the mail and recipes out loud so your child knows read-



Let your child catch you reading.

ing is a useful skill.

- **Make Reading A Family Value.** Put reading first—before TV and sports. Instead of a night out at the movies, have a family night in with a good book. Read a chapter a night before dinner. Visit the library often.

- **Make Reading Fun.** Make reading so enjoyable your child will want to read all life long. Make it a warm, shared experience that connects love and learning. Provide a cozy lap, a good book and your attention.

Children’s World Learning Centers, Knowledge Beginnings, Medallion School Partnerships, Magic Years and Children’s Discovery Centers are just a few of the members of the Knowledge Learning Corporation (KLC) family of schools. A leading provider of quality early care and before- and after-school programs, these schools bring more than 30 years of experience to meeting the needs of parents, children and corporations.

To participate in the program, drop off your new and gently-used children’s books at any KLC location. You can find them and more information by logging on to www.knowledgelearning.com.