

FOR IMMEDIATE RELEASE: February 7, 2006

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MASSACHUSETTS COMPANY OFFERS SIMPLE TOOL TO COMBAT U.S. LITERACY PROBLEM

Natick, Massachusetts – An article in the Washington Post on October 19, 2005 asserted, “reading skills among middle school students...have remained flat for 13 years, according to the National Assessment of Educational Progress.”

So what can be done to address the persistent U.S. literacy problem?

Words That Cook, LLC, an award-winning family literacy and educational media company, announces the release of **101 Tips to Get Kids Reading and Keep Kids Reading**, a booklet to help communities tackle the literacy problem.

Parents need to be actively involved, but they are stretched for time, for money and for information on how to help children latch on to literacy. With **101 Tips**, parents have immediate access to research-based, proven ideas in an easy-to-use format. Think of it as the Swiss Army Knife of literacy. And, at less than a nickel a tip, it is affordable for everyone.

Teachers, child care workers, librarians, volunteer readers and grandparents, too, will benefit from **101 Tips**. With a quick reference to five categories – Great Beginnings, Do’s and Don’ts, Out and About, General Tips and Cheering On Reluctant Readers – adults can instantly grab a tip and start to apply it. For instance, under Great Beginnings parents will find tip **17: Preview illustrations with preschoolers before you read a new book. Asking what they think the story might be about based on the title and pictures heightens interest and focuses attention.** Within a matter of seconds, adults have valuable educational advice which will not only help children begin to develop the problem-solving, critical-thinking and decision-making skills needed to succeed in school, but also spark their interest in new books.

Schools and organizations supporting literacy that have found it difficult to involve parents will find this to be an ideal solution. The booklet can be used for fundraising, as a purchase bonus or premium or simply distributed as a gift. The applications and implications are endless. **101 Tips to Get Kids Reading and Keep Kids Reading** may well be the missing link that will start to reverse the decline of literacy in the U.S.

Individual copies are available for \$5.00 apiece. Discounts can be applied when ordered in quantities as few as 25. For quantities of 1,000 or more, discounts apply and the booklets can be personalized with an organization name and logo – the perfect way for any group (such as corporations, libraries, hospitals and bookstores) to promote literacy while demonstrating their goodwill toward their community. **101 Tips is also available in Spanish** when ordered in quantities of 1,000 or more.

Words That Cook, LLC is an innovative provider of educational courseware and training programs, as well as educational television programming, to advance the cause of family literacy. Accredited courseware includes *Read it Aloud! Tips, Tools and Techniques™* and *A Foundation for Literacy™*. *Words That Cook! Parenting with children’s books™* appears on select PBS affiliates. Free resources can be found on the Internet at www.wordsthatcook.org.