

Words That Cook, LLC

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Television Program Producers / Book Publishers / Courseware Creators

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***Words that Cook! Parenting with children's books*TM wins an International Reading Association 2005 Broadcast Media Award for Television**

Boston – The producers of *Words that Cook! Parenting with children's books*TM are proud to announce that the program will receive an International Reading Association (IRA) 2005 Broadcast Media Award for Television. Past recipients of this award include *Reading Rainbow*, *Between the Lions* and *The NewsHour with Jim Lehrer*. The award will be presented on May 2, 2005, to Executive Producers Monty and Laurie Joy Haas at the IRA's 50th Annual Conference in San Antonio, Texas. The IRA Broadcast Media Awards for Television recognize outstanding reporting and programming that deal with reading and literacy, recognize the value of reading in today's society and/or promote reading as a lifetime habit.

*Words that Cook! Parenting with children's books*TM is a half-hour program designed for parents and educators of children ages 0-12. Each episode features professionals, experts, parents and children modeling and discussing enjoyable and straightforward practices for enriching literacy experiences. *Recipes for Success*TM provide creative tips, tools and techniques for bringing literacy to life at home and in the classroom, and recommended booklists suggest expert-approved books for sharing. The format is lively and engaging, and the segments are personal-, family- and community-based, appealing to a cross-section of cultures, interests and learning styles. The program currently airs on PBS in New York and Nebraska as well as on cable access stations nationwide. The shows are also available to the public in consumer DVD format. Visit www.wordsthatcook.org for a detailed station list and DVD information.

"The series, *Words that Cook!*, generates an excitement around reading," says Paula Polk, Director of the Morse Institute Library. "It gives parents ideas for selecting books as well as linking books with activities. Whether it's a new sibling, a holiday or a serious issue, parents learn how to make books a part of everyday life."

"Wow!" says Karen Brenner, a sixth grade teacher in Maryland, "This is really exciting, motivating and inspiring. I've got to get this program to the parents at my middle school. I feel that this program has the vital link necessary to solidify the partnership between home and school, between parent and teacher."

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Words That Cook, LLC celebrates the joy of reading, the art of writing, the wonder of storytelling and the magic of wordplay. The company's educational media products help parents and educators bring literacy to life at home and in the classroom. The company strives to support and encourage a recognition of the connection between helping children reach their potential and the necessity for creating opportunities for reading, writing and communicating together.