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MASSAEYC AND WORDS THAT COOK PARTNER TO PROMOTE LITERACY

Lowell/Natick, MA – The Massachusetts Association for the Education of Young Children, Inc. (MassAEYC) and Words That Cook, LLC proudly announce the formation of a partnership to promote literacy throughout the Commonwealth and beyond.

MassAEYC is a non-profit organization with more than 2100 members statewide and is an affiliate of the National Association for the Education of Young Children (NAEYC), the nation's largest and most influential organization of early childhood educators and others dedicated to improving the quality of programs for children from birth through age eight.

Words That Cook is an award-winning educational media company producing and delivering innovative literacy resources that empower parents and educators to inspire and motivate children. Words That Cook products and services include educational television and DVDs, Web resources, accredited courseware and training, family literacy publications and literacy outreach programs.

Through this collaboration, MassAEYC will handle donations in support of new Words That Cook projects and initiatives, including the Invest in Literacy Campaign.

The Invest in Literacy Campaign aims to encourage and enable businesses, organizations and individuals to help reverse the nationwide decline of literacy by providing vital funding, chiefly through its Literacy Resource Partnership program, that fulfills the needs of established non-profit literacy organizations serving families and educators.

“We are absolutely thrilled about this partnership and the potential it holds to effect positive change,” says Laurie Joy Haas, CEO of Words That Cook. “Thanks to MassAEYC, agencies that provide quality programs for young children will now be able to obtain more of the resources they need to effectively involve parents in accomplishing early literacy goals.”

A direct benefit to MassAEYC members is entitlement to significant discounts on Words That Cook products and services. Members need only provide their membership information to qualify. MassAEYC Executive Director Marcia Farris, who secured the discounts for her constituency, says, “Our members are very conscious of their responsibility in the area of early literacy. They also recognize how vital parental involvement is to making the most of the early years of learning. Words That Cook will offer our members excellent resources in both arenas. We are very excited about collaborating with the Words That Cook team.”

For more information about this partnership and the Invest in Literacy Campaign, please contact Stuart Pologe by phone at 774-885-2000, extension 11, or by E-mail at stuart@wordsthatcook.org.

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