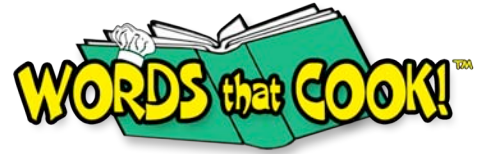


FOR RELEASE: March 23, 2006

CONTACT: Stuart Pologe / (774) 885-2000 /
stuart@wordsthatcook.org



Words That Cook, LLC 5 Chrysler Road Natick, MA 01760
774-885-2000 Fax: 774-885-2001 www.wordsthatcook.org

AWARD-WINNING WORDS THAT COOK RELEASES NEW DVDS

Natick, Massachusetts – Words That Cook, LLC announces the highly anticipated DVD release of shows 7 through 13 in the educational television series *Words that Cook! Parenting with children's books*™. The complete first season of the program is now available in DVD format.

Words that Cook! Parenting with children's books is a half-hour program that celebrates the joy of reading, the art of writing, the wonder of storytelling and the magic of wordplay through a combination of interviews and live action spiced up with animated fun.

Shows 7 through 13 feature such guests as animal experts, authors, illustrators, artists and storytellers as well as teachers, parents and children. They model and discuss practical strategies for: introducing new vocabulary and nonfiction books, writing with confidence, improving storytelling, conquering learning disabilities, enhancing the parent-teacher partnership, exploring different cultures and even documenting adoption history. Each DVD includes an original episode, plus bonus guest material and messages from Executive Producers Laurie and Monty Haas.

Words that Cook! received the *International Reading Association 2005 Broadcast Media Award for Television*, as well as a glowing review in the August 2005 issue of *Booklist*. This DVD series is an exceptional resource for parents, educators, libraries, resource and referral agencies, parenting centers and any other individuals or organizations endeavoring to support family literacy.

“Words that Cook!’ genuinely empowers parents in one of their most important roles: preparing their children for a lifetime of reading. Great ideas for bringing reading into the home are not only offered, but also demonstrated. And the list of recommended children’s books for each episode is invaluable!”

— Maggie Head, Children’s & Young Adult Librarian, Nantucket Atheneum

“The ‘Words That Cook!’ DVDs are a perfect addition to the parent resource shelf. As a parent I find the series engaging, and supportive of my desire to support literacy in my family. Strategies, benchmarks and literacy development are clearly explained. As an educator I appreciate the many practical suggestions for optimizing communication between home and school in ways in which each parent, child and teacher is cherished.”

— Rosalind Forber, Kindergarten Teacher

The *Words that Cook!* DVDs are available for purchase through the Marketplace of the Words That Cook Web site (www.wordsthatcook.org/marketpl/marketpl.html). There you will find episode summaries and pricing information. Episodes are sold individually, but discounts are offered to those purchasing six DVDs or more. The DVDs are also available from many educational media distributors throughout the United States and Canada.

Also available as a free online resource is the *Words that Cook! DVD Series User’s Guide* (www.wordsthatcook.org/dvduserguide.html). This short and snappy guide provides straightforward, practical “serving suggestions” – tips and ideas – for how to use and share the DVDs as well as how to expand on their content.

###

Words That Cook, LLC is an innovative educational media company producing comprehensive, high-quality resources for parental involvement and professional development – all targeted to advance literacy. Resources include educational television programming and DVDs, accredited courseware and training, and family literacy publications. Find free literacy tips, book recommendations and more at www.wordsthatcook.org.