

# Education News & Notes

## Book A Brighter Future For Your Child

(NAPSA)—While most parents know that supporting their children's reading skills is essential to improving their lives, they aren't always sure what the best ways to develop those skills are. One very important piece of the puzzle is reading.

Research shows that the simple act of reading aloud to their young children is the single most important thing that parents can do to develop a child's literacy skills. Talking, singing, and playing rhyming games also stimulate language and vocabulary skills in infants and toddlers, which are good foundations for learning to read. Studies show that children who read for pleasure do better in school.

"Reading is an investment in a child's future," said Carol H. Rasco, president and CEO of Reading Is Fundamental (RIF), America's oldest and largest children's and families' literacy organization. "When children have access to books and learn to read for fun, they tend to achieve greater success in life."

Through a national network of nearly 19,000 community sites, RIF provides 4.6 million children with 16 million new, free books and literacy resources each year. RIF's highest priority is reaching underserved children from birth to age 8. That's an important goal, because 36 percent of American 4th graders read below the "Basic" level on the National Assessment of Educational Progress (NAEP) reading test.

RIF and Macy's have teamed up to create a national partnership supporting children's literacy.



**Show children the fun of reading early in life to help them succeed in school and become lifelong learners.**

This year's campaign, "Book a Brighter Future," provides an opportunity for Macy's customers to join the effort and have a direct impact on literacy in their community. During back-to-school at any Macy's store, customers can give \$3 and receive a shopping pass for \$10 off a \$50 purchase.

Macy's will donate 100 percent of every \$3 to Reading Is Fundamental. One dollar will go to support local RIF programs; \$1 will go toward RIF's Multicultural Literacy Campaign; and \$1 will help RIF's ongoing efforts to provide reading resources to millions of underserved children across the country.

Educators, parents and grandparents can visit [RIF.org](http://RIF.org) to access the RIF Reading Planet, an interactive site for children ages 6 to 15, and Leading to Reading, a Web site for children from birth to age 5. Both sites have articles, tips, activity ideas, online books, games and much more.