

Pointers For Parents

Encourage Lifelong Learning At Home

(NAPSA)—Want to know how to best support your child's learning? Parents can easily get involved in their child's education by creating learning opportunities at home with the right materials, books and products. But where to start?

Knowing exactly what to buy doesn't have to be overwhelming. Parents can log onto the Web and visit stores such as The Scholastic Store Online (www.ScholasticStore.com) to find a broad selection of "good for you," fun merchandise designed to delight and develop the minds of children. The online store offers a convenient shop-at-home experience for parents and caregivers of children from newborn to the age of twelve.

Each product at The Scholastic Store Online is carefully selected for its developmental appropriateness and kid appeal, and offers learning benefits endorsed by a panel of educational experts. This shopping destination features merchandise developed by Scholastic as well as other top quality manufacturers, with categories from books, toys, videos, music, to games and software that are matched to a child's unique interests and abilities throughout their development.

To help parents select age-appropriate items that bring joy to the learning experience, the online store is organized into easy-to-shop boutiques including:



Photo: John Fortunado/SODA

Parents can shop online for products to help children learn.

Favorite Characters, What Kids Love and Growing & Learning. Other uniquely themed areas include *Baby Bests, 20 Under \$20, Grandparent Picks* and *Bathtime & Bedtime.*

The Online store combines Scholastic's 82 years of expertise and knowledge of classroom curriculum with the company's commitment to literacy. It is a unique online shopping experience and a valuable tool to help parents and family members support their child's learning at home.

With the help of Web sites such as The Scholastic Store Online (www.ScholasticStore.com), parents may find shopping for educational products for children easy and fun.