

Is “READ” a 4-Letter Word to Your Child?

(NAPSA)—It’s a fact: Most 4th graders are not proficient readers. Not surprising, since U.S. students spend only 18.4 percent of their time in school. So what are our children doing the other 81.6 percent of the time? Clearly not reading; perhaps watching TV, outdoor sports or playing with video games.

When children are read to they are more likely to become lifelong readers, but the sad truth is most parents don’t have the time or energy after working all day. So what options do parents have?

When children develop a love of reading at an early age, it greatly increases the chances of academic and other success. ®

Checking out your local library for reading programs is a good first step. Or, if your child plays video games, there is another option.

Edutainment software has the right concept, but compared to state-of-the-art video games, most fall flat. Edutainment software, for the most part, lacks the always changing and challenging features found in XBox and Wii games.

Fortunately, a new game developed by former XBox game designers and renowned learning scientists is now available. ItzaBitza is an interactive computer drawing game for early readers. Whatever children are asked to draw becomes part of the game.

ItzaBitza challenges children with problem solving, reading comprehension and creative thinking in a way that lets them succeed on their own. The free ItzaBitza demo download provides unlimited use of one playset adventure. If your child enjoys learning with ItzaBitza, four additional playsets are available. Games like ItzaBitza help children develop a lifelong love of reading. Learn more at ItzaBitza.com.