



More than one in three children arrive at kindergarten without the skills necessary for lifetime learning.

Research shows that reading aloud is the single most important thing you can do to help a child prepare for reading and learning.

LANGUAGE DEVELOPMENT

The number of words that a child knows on entering kindergarten is a key predictor of his or her future success.

INSTILL A LOVE OF READING

Your example demonstrates that reading is important, pleasurable and valued.

KNOWLEDGE GAINED & SHARED

Books are a pleasure, yes, and they are also informative. You and your child can learn something new as you read aloud.



LITERACY SKILL BUILDING

Vocabulary. Phonics. Familiarity with the printed word. Storytelling. Comprehension. Reading aloud builds literacy skills.

BRAIN DEVELOPMENT

From birth to age 3 are critical years in the development of language skills.

BONDING

Is anything better than sharing a good book?

More than 15% of young children, 3.1 million, are read to by family members fewer than three times a week.

DON'T GOOD PARENTS ALREADY READ ALOUD DAILY? NO

Only **48%** of young children in this country are read to each day.

Reading 15 minutes every day for 5 years:
27,375 MINUTES

456.25 HOURS

IS 15 MINUTES ENOUGH TO MAKE A DIFFERENCE? YES!

