



**Creative Teaching Press
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For Immediate Release

**CREATIVE TEACHING PRESS LAUNCHES LEARN TO READ KIDS CLUB™ TO
START CHILDREN AGES 3–8 ON THE EXCITING PATH OF LEARNING TO READ**

HUNTINGTON BEACH, Calif., December 23, 2009 — Creative Teaching Press announces the release of the Learn to Read Kids Club™, a reading program specifically designed by classroom teachers and literacy experts to help young readers ages 3–8 who are just beginning their reading journey or who are struggling to gain literacy skills. Visit the program website at www.learntoreadkidsclub.com.

Developed with the needs of emergent readers in mind, the core of the Learn to Read Kids Club program is the *Learn to Read* book series, which features easy-to-read stories, rhymes, and songs that engage children's attention and nurture reading development. The stories include content that reinforces key curriculum areas—math, social studies, and science—as well as fun & fantasy readers. Supporting parent guides, companion workbooks, and reading reward charts with coordinating stickers complete the skill-based Learn to Read Kids Club program, which combines real reading with targeted instruction in phonics, sight word recognition, vocabulary, and comprehension.

“For over 40 years, educators and parents have trusted Creative Teaching Press to offer a variety of resources to effectively teach children how to read,” said Jim Connelly, CEO. “Created by our team of teachers and reading experts, the Learn to Read Kids Club program is sure to provide a positive, motivating, and well-rounded teaching and learning experience for educators, parents, and children.”

Parent Guides and Companion Workbooks

The expertly developed parent guides provide the support that parents need to effectively teach young readers how to read at home. The parent guides feature an overview of the skills introduced in each book, discussion questions to promote literacy skills, and extension activities to bring the content to life and to foster a deeper understanding of and interest in the material.

The companion workbooks reinforce and extend the skills introduced in each *Learn to Read* book through full-color worksheet activities. Each workbook comes with an answer key and an award certificate.

Basic Kids Club Sets

Learn to Read Kids Club product offerings include the Basic Kids Club, the Kids Club Combo, and the Kids Club Collection. Each Basic Kids Club set includes four fun and engaging stories with a book in each of the key curriculum areas—math, social studies, and science—as well as a fun & fantasy reader. Also, each set includes a parent guide, a workbook, and a travel case for \$16.99.

Kids Club Combo Sets

Each Kids Club Combo set includes eight *Learn to Read* books, with two books in each of the key curriculum areas and two fun & fantasy readers. Each set also includes a reading reward chart with coordinating stickers, a

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parent guide, two workbooks, and a compact storage box for \$29.99. By purchasing this set, educators and parents receive a 10% savings over purchasing the materials individually. As an added value, the tracking chart and stickers are included for free.

Kids Club Collection

The Kids Club Collections are the most comprehensive sets. Each set includes 48 books (with 12 books in each of the key curriculum areas and 12 fun & fantasy readers), 6 reading reward charts with coordinating stickers, 6 parent guides, 12 workbooks, and a Kids Club Collection storage box for \$172.99. The Kids Club Collections offer a 15% savings over purchasing the materials individually and the tracking charts and stickers are included for free.

“Faced with so many beginning-to-read choices in the marketplace, we realize that it is often difficult for educators and parents to know which one is best for children,” stated Connelly. “The Learn to Read Kids Club offers the right books and the right companion and extension activities along with supportive materials to ensure that children discover the joy of reading.”

Educators and parents can visit the Learn to Read Kids Club website at www.learntoreadkidsclub.com to find detailed product information, to read about the extensive research and skills behind the program, and to learn about ordering options and supplemental interactive activities.

About Creative Teaching Press

Creative Teaching Press is a family-owned and teacher-managed supplemental educational publisher of resources for grades PreK–8. A recognized leader in the industry, Creative Teaching Press offers a wide variety of learning décor and research-based products that deliver standards-driven content, including phonics, reading, writing, math, science, and social studies. Creative Teaching Press celebrates more than four decades of providing parents and teachers with high-quality, content-rich solutions. Affiliated brands include The Learning Works™, Rejoice!® and Youngheart Music®. For more information about Creative Teaching Press, visit www.creativeteaching.com.

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