



**Creative Teaching Press
15342 Graham St.
Huntington Beach, CA 92649**

Contact: Gabby Falcone
(714) 895-5047 ext. 120

September 10, 2008
For Immediate Release

CREATIVE TEACHING PRESS LAUNCHES NEW *LEARN TO READ FUN & FANTASY* SERIES

Celebrating Over 20 Million *Learn to Read* Books Sold Worldwide

HUNTINGTON BEACH, Calif., September 10, 2008 — Creative Teaching Press announces the release of its new 12-book *Fun & Fantasy* collection for students in kindergarten through grade 1. The books are the latest installment in the *Learn to Read* series, which has sold more than 20 million copies.

Lively stories and fun themes in the *Learn to Read Fun & Fantasy* series engage the beginning reader while promoting reading for meaning. The series is designed to provide maximum support to the emergent reader with repetitive, predictable story lines combined with photographs and illustrations that support the text. All of these features create an enjoyment of reading and help children gain self-confidence.

"I have parents and teachers to thank for the success of the *Learn to Read* books," said author Rozanne Lanczak Williams. "Children will love the fun and fanciful context in each of the new readers, and adults will love how easily they teach children essential reading skills."

With the release of the new readers, Creative Teaching Press also celebrates the international success of the series. "The *Learn to Read* series is sold in over 25 countries and is our number one selling series in the United States and abroad," stated Chris Campau, international sales manager. "The rhythm, rhyme, and repetition in each book reinforces reading skills and fosters an understanding of the English language that is extremely helpful in teaching children to read and speak English for the first time."

Each eight-page book in the new *Learn to Read Fun & Fantasy* series sells for \$1.99, and the 12-book variety pack sells for \$23.88. Educators and parents can visit the Creative Teaching Press website at www.creativeteaching.com for more information.

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.

About Rozanne Lanczak Williams

Rozanne Lanczak Williams is a former teacher who writes extensively for the educational and children's markets. She has written over 200 beginning reader books for Creative Teaching Press. Rozanne's diverse talents and strong commitment to early childhood education make her a welcome speaker at schools, teacher conferences, and parent groups in the U.S. and abroad. For 15 years, Rozanne's engaging stories, fun rhymes, and memorable characters have been inspiring beginning readers all over the world. For more information, visit www.magicbookgarden.com.

###