



**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**

**IS 15 MINUTES ENOUGH TO MAKE A DIFFERENCE?** YES!

**456.25 HOURS**

