

Make *I Can Read!* a Family Event

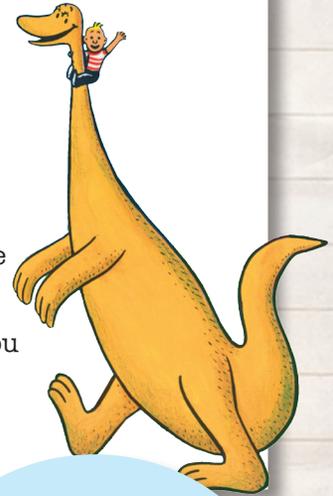
Dear Families,

Do you remember reading about the antics of Pete the Cat or Biscuit or the Berenstain Bears? Did they make you laugh or get you excited about learning new things? This week, your child is having a lot of those same great experiences because they're reading many of the same *I Can Read!* stories that you enjoyed when you were a beginning reader.

The *I Can Read!* early reader program celebrates its 60th anniversary this year, and HarperCollins Publishers wants every family to join in the celebration by reading together. It doesn't take a lot of time or effort, and it makes even reluctant readers love reading and learning. In fact, studies show that children who are read to or who read at home have greater brain activity, increased language skills, and greater success at school.

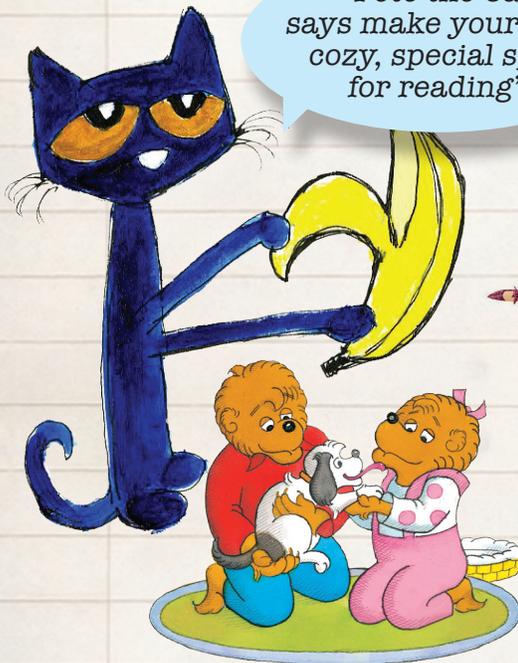
Here are some tips to help your children embark on a lifetime of discovery that starts with the magical words, "I Can Read!"

- Choose a book that challenges your child without being too difficult. Then, take turns reading it aloud. Alternate sentences or pages. The color-coded levels of the *I Can Read!* titles make it easy to choose!
- Create a family book night. Read the same book together, and then talk about it around the dinner table. Identify character traits, settings, and review the plot. Talk about the lesson in the story.
- Start a reading routine. Set aside 15 minutes for reading before bedtime, or before screen time. Try to work up to 30 minutes.
- Take regular trips to the library or bookstore together. Make a list of the books at the library that you want to read together and each week check off the titles you read.
- Let your child see you reading. Children learn by example! Turn off the TV, and have family reading time, where you each read your own book.



"Pete the Cat says make your own cozy, special spot for reading"

"Make reading Pinkamazing by creating your own book! Let your child dictate the story if they are too young to write. Then, have your child illustrate it - in pink, of course! Share the story with friends and family!"



For many more ideas for at-home reading, check out "100 Tips for Beginning Readers," available for free at www.icanread.com/printables/i-can-read-100-tips

Celebrate *I Can Read!*'s 60th anniversary with special books and activities. Go to www.icanread.com.