

Awaken the Magic of Reading across North Dakota!

The need for a literate and informed society has never been greater. As we navigate an increasingly complex social landscape, with technology arriving with firehose intensity, we realize more than ever that the single most important tool of informed citizens throughout the world is literacy: the ability to read, write, interpret and compute. Places where children lack the school or home resources to encourage reading, writing and the connection with visual and digital media fall behind and it's almost impossible to catch up.



When children unlock the joy of reading, their world widens. Magic happens. Access to real and imagined stories opens immense new vistas. As they experience what it means to be part of a large and diverse community they are transformed. And yet, for some, this astonishing exploration beyond earliest childhood is limited. Under-resourced schools, economic and social hardships, focus on screens and parents who themselves may have limited literacy put an early stop to this joyful adventure into words, symbols and ideas.

Kid Scoop News opens the doors of discovery for elementary school children by providing interactive, engaging and relevant age-appropriate materials designed to ignite and grow the magic of reading at school, at home, and throughout their lives.

Why Literacy Programs for Elementary School Children Are Essential

Third Grade is the pivotal year for literacy development. It is the time when students transition from *learning to read*, to *reading to learn*. Children begin to fall behind and then drift out of the system when they lack the skills to progress with their reading. Massive national testing in Third Grade identifies the problem across the US. *Kid Scoop News* has developed one of the best solutions. Although there are a multitude of reasons for a child falling behind, *Kid Scoop News* addresses one of the most prevalent: the absence of printed matter that motivates kids by relating to them in their cultures and experiences.

Academically, children who are not reading on grade level by the end of Third Grade struggle in every class, year after year, because over 85% of the curriculum is taught by reading.

Kid Scoop News provides elementary school children with free, innovative and high-interest reading materials designed to encourage independent reading at school and at home. Evaluations show what we intuitively know: the more children read, the better they read.

Reading is the first pillar of literacy, and both quantitative and anecdotal studies show that children whose parents read to them and then *with* them have a bigger opportunity to become lifelong readers. Literacy allows people to play a vital role as socially engaged citizens: keeping up with current events and understanding the issues that are shaping our world.