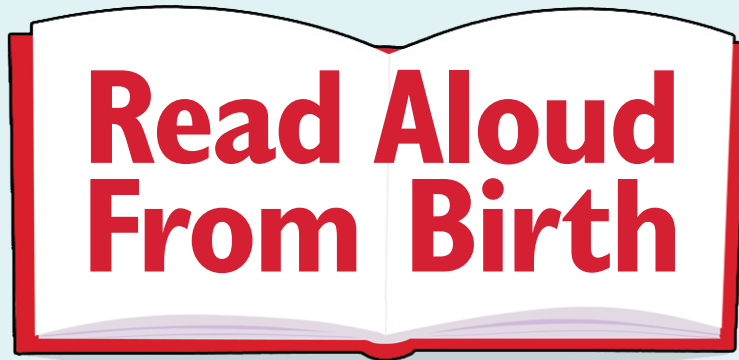


# What's the most important thing to do with your child?



According to research, reading for 15 minutes daily is the best way to prepare your child for school NOW.

## READING ALOUD:

**1**

Accelerates your baby's brain development, nurturing trillions of new connections from birth.

**2**

Exposes your baby to millions more words by age 4.

**3**

Builds critical literacy skills like vocabulary, phonics, and comprehension.

**4**

Prepares your child for success. Reading from birth to age 8 gives your child lifetime learning skills.



### READ ANY TIME

At breakfast, in the bath, at the park, before bedtime



### READ ANYTHING

Newspapers, instruction manuals, grocery lists, road signs, novels, Facebook feeds, magazines—whatever you're reading



### READ ANYWHERE

Keep a book in your bag and anywhere becomes a reading room