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LEARN TO READ KIDS CLUB COMBO SET WINS DR. TOY'S BEST VACATION CHILDREN'S PRODUCT AWARD

Winning Reading Product from Creative Teaching Press Prevents "Summer Slide" for Children PreK-2nd Grade

HUNTINGTON BEACH, Calif., July 12, 2011 —The Learn to Read Kids Club[®], a beginning reading program by Creative Teaching Press[™], has been named one of Dr. Toy's Best Vacation Children's Products for 2011. This award, announced via Dr. Toy's website, www.drtoy.com, is the Learn to Read Kids Club Combo set's second award of educational excellence since hitting the market in 2009. An affordable at-home reading tool that is perfect for preventing the "summer slide" the Kids Club Combo set includes eight *Learn to Read* books, a reading rewards chart with coordinating stickers, a parent guide, two skill practice workbooks, and a compact storage box.

"The Best Vacation Products are a balanced selection from large and small, new and established, companies across the U.S.A., Canada, and around the world and will provide children with exciting new learning tools that will help them not only do better in school, but also will provide more constructive activities while traveling or at vacation destinations," said Stevanne Auerbach, Ph.D. (a.k.a. Dr. Toy).

The Learn to Read Kids Club Combo set's storybooks and workbooks are designed by teachers and literacy experts expressly for children ages 4-8 who are either just beginning their reading journey or struggling to gain literacy skills. Each Learn to Read Kids Club set provides useful parent guides with tips on how to maximize the young reader's learning experience, making it easy for parents to get involved in their child's reading success ensuring a strong educational foundation. By purchasing the award-winning combo set for \$29.99, not only do educators and parents receive a 10% savings over purchasing the materials individually, they also provide young learners with enough reading practice and fun to last all summer long. For more information visit the program website at www.learntoreadkidsclub.com.

About the Learn to Read Kids Club

The Learn to Read Kids Club was launched in December 2009 by Creative Teaching Press as an extension of its popular and effective *Learn to Read* book series. Developed over 15 years ago by Creative Teaching Press founder Luella Connelly and author Rozanne Lanczak Williams, the *Learn to Read* book series stories were designed to provide maximum support to emergent readers through repetitive and predictable story lines that help reinforce reading and understanding the English language. Today the books are bundled with parent guides, charts and stickers, and read-along CDs, which enhance the reading experience for children ages 4-8. Educators and parents are encouraged to visit the Learn to Read Kids Club website at www.learntoreadkidsclub.com to find detailed product information, to read about the extensive research and skills behind the program, and to learn about ordering options and supplemental interactive activities.

About Creative Teaching Press

Creative Teaching Press is a family-owned 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[™] and Youngheart Music[®]. For more information about Creative Teaching Press, visit www.creativeteaching.com.

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