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**LEARN TO READ KIDS CLUB MATERIALS  
WIN CREATIVE CHILD MAGAZINE'S  
2010 MEDIA OF THE YEAR AWARD**

HUNTINGTON BEACH, Calif., September 1, 2010 —The Learn to Read Kids Club<sup>®</sup>, a beginning reading program by Creative Teaching Press<sup>®</sup>, has been named Media of the Year for 2010 in *Creative Child Magazine's* annual awards for best products on the market for children.

The award specifically honors the program's Combo sets, which include storybooks and workbooks designed by teachers and literacy experts expressly for children ages 3-8, who are either just beginning their reading journey or struggling to gain literacy skills. Visit the program website at [www.learntoreadkidsclub.com](http://www.learntoreadkidsclub.com).

"Creative Teaching Press is thrilled to accept the award in recognition of our Learn to Read Kids Club Combo sets," said Jim Connelly, Creative Teaching Press CEO. "The original Learn to Read book series has been wildly successful with educators for over 15 years, so it is not surprising to find that the updated program for home-use (Learn to Read Kids Club) has gone over so well with parents and young readers."

The Learn to Read Kids Club program is specially designed to serve as an "at home" extension of traditional learning environments. The program makes it simple for parents to get involved in their child's reading success, ensuring a strong educational foundation. Learn to Read Kids Club Combo sets include eight Learn to Read books, with two books in each of the key curriculum areas and two fun & fantasy readers. Each set also includes a reading reward chart with coordinating stickers, a Parent Guide, two workbooks, and a compact storage box for \$29.99. By purchasing this set, educators and parents receive a 10% savings over purchasing the materials individually.

*Creative Child Magazine's* Awards Program annually appoints a team of moms, music educators and early education professionals to review a variety of toys, books, games and multimedia products. Although results have been compiled and winners have been contacted for this year's Awards Program, *Creative Child Magazine* will formally announce its winners (including the Learn to Read Kids Club Combo set) on its website, [www.creativechild.com](http://www.creativechild.com), and in its Holiday issue in November.

**About 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 3-8. Educators and parents are encouraged to visit the Learn to Read Kids Club website at [www.learntoreadkidsclub.com](http://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<sup>™</sup>, Rejoice!<sup>®</sup> and Youngheart Music<sup>®</sup>. For more information about Creative Teaching Press, visit [www.creativeteaching.com](http://www.creativeteaching.com).