

A Key to a Better Life is **READING!**

To help your child achieve their highest potential, make a commitment to read with them every day. This is so important! As you read, your child can follow the text in the book or just listen to what is being read. Soon they will be reading on their own & enjoying the lifetime benefits of being a better reader!

Research from the U.S. Department of Education establishes that reading with your child can:

1. Condition the child to be a life-long reader, as they notice your appreciation & enjoyment of books.
2. Contribute to background knowledge in all subject areas.
3. Build the child's vocabulary and grammar abilities.
4. Create empathy toward others, as literature celebrates the human spirit & inspires thought.
5. Improve problem-solving and critical-thinking skills.
6. Increase the child's self-confidence & the probability of their staying in school.
7. Lower the probability of crime & imprisonment.
8. Offer laughter and entertainment (as an amazing alternative to television!)
9. Stimulate imagination & increase their attention span.
10. Inspire the quest for knowledge.
11. Lengthen their life span by virtue of higher education, better employment and a higher quality of life.

Your Usborne Books and More consultant is: