

AWAKEN THE MAGIC OF READING

DID YOU KNOW?

66% of fourth graders read below grade level. These kids are more likely to drop out of school. They struggle to succeed. The good news is that sparking a love of reading in elementary school boosts reading scores. In short, the more kids read, the more they succeed.

ENTER KID SCOOP WEEKLY

Kid Scoop Weekly gets kids reading every week. Packed with games, puzzles, kid-tailored stories and news designed to make all kids WANT to read. And it works. As one third grade teacher exclaimed, "My students even take *Kid Scoop Weekly* out and read it at recess."

KIDS NEED YOU TO SUCCEED

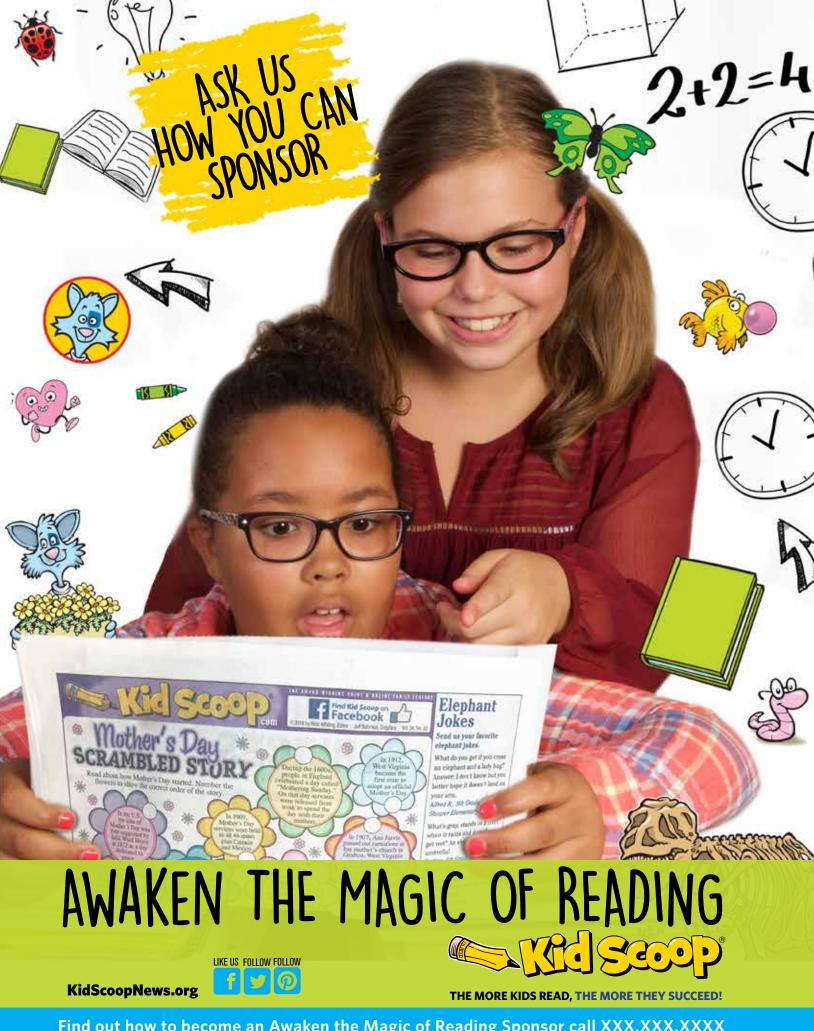
Kid Scoop Weekly goes directly to local homes 52 weeks a year. And did you know kids who engae with your local paper can see an increase of 10% in reading test scores.

THAT'S WHERE WE COULD USE YOUR SUPPORT

It only costs XX to sponsor the magic of reading with your local newspaper. (Less than \$X a month per child!) For a sample of *Kid Scoop Weekly* – call (XXX) XXX-XXXX or email at xxxx@xxx. Then let's talk about how you can awaken the magic of reading in children!!









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