

**\*\*\*NEWS RELEASE\*\*\*NEWS RELEASE\*\*\***

### **Everyone's a winner with 'Reading Champions' poster campaign**

As part of its continuing commitment to the National Literacy Trust, Renaissance Learning UK Ltd is again funding a set of posters designed to promote reading that are available free to schools across the country.

This year the posters feature stars of American wrestling and – judging by the demand so far – are certainly a 'hit' with schools. A National Literacy Trust initiative, Reading Champions is working in partnership with World Wrestling Entertainment, Inc. (WWE®) to use the motivational power of reading role models to inspire children to read more.

In addition to receiving a set of four posters free, the schools will also be automatically entered into a draw to win two sets of two tickets for a WWE® RAW event on 20<sup>th</sup> April at the O2 Arena in London. All poster requests received before 26<sup>th</sup> March 2009 will also be eligible to win the tickets. WWE® merchandise packs will also be available to the first 10 runner-up schools.

Dirk Foch, Managing Director of Renaissance Learning, comments:

*"At Renaissance Learning, we are proud to continue our support of the National Literacy Trust as encouraging children to read is something that we are committed to through our Accelerated Reader Advantage program. We are particularly pleased to also be able to offer this fantastic prize – in addition to the free set of posters – so everyone's a winner."*

Sarah Osborne, project manager of Reading Connects and Reading Champions at the National Literacy Trust, said:

*"We are really excited about this year's posters – seeing their heroes reading will help children think that reading is cool, and by visibly displaying these posters around the school, teachers will be able to encourage their pupils to read more widely. The fantastic prize from WWE is great for schools, giving them a chance to give a meaningful reward to some of their lucky pupils."*



The opportunity to request a set of posters, and enter the competition, is available via the Renaissance Learning website – [www.renlearn.co.uk/nltposters](http://www.renlearn.co.uk/nltposters) - which also contains information on forthcoming events throughout the UK.

Schools interested in joining the Reading Champions initiative should visit [www.readingchampions.org.uk](http://www.readingchampions.org.uk)

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#### **About Renaissance Learning UK Limited**

Renaissance Learning UK Limited is a subsidiary of Renaissance Learning Inc, a company founded in Wisconsin (USA) in 1986. Renaissance Learning UK Ltd is a leading provider of educational solutions to primary and secondary schools across the United Kingdom.

Adopted by more than 75,000 schools Renaissance Learning's advanced technology makes the practice component of a school's reading, maths and writing curriculum more personalised and effective than ever before. The company's hosted and web-delivered Accelerated Reader Advantage and Accelerated Maths Advantage programs are used successfully by well over 220,000 children in the UK every day, to help them improve their results and achieve a life-long love of reading.

Renaissance Learning produces software that provides teachers and pupils with immediate access to information on academic performance. This information technology provides timely and reliable feedback that enhances individualised instruction, creating a better learning environment for more motivated pupils.

Renaissance works closely with the National Literacy Trust and Specialist Schools and Academies Trust, and is supported by best-selling authors for children, such as Malorie Blackman, Peter J Murray and GP Taylor.

#### **About the National Literacy Trust**

The National Literacy Trust is an independent charity that changes lives through literacy. It links home, school and the wider community to inspire learners and create opportunities for everyone. [www.literacytrust.org.uk](http://www.literacytrust.org.uk).

The National Literacy Trust is a registered charity in England and Wales, no. 1116260, and a company limited by guarantee, no. 5836486. Registered office: 68 South Lambeth Road, London SW8 1RL.

#### **About Reading Champions**

Reading Champions is delivered by the National Literacy Trust on behalf of the Department for Children, Schools and Families. For more information see [www.readingchampions.org.uk](http://www.readingchampions.org.uk).



## **About World Wrestling Entertainment, Inc**

Additional information on World Wrestling Entertainment, Inc. (NYSE: WWE) can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.com). For information on global activities, go to [www.wwe.com/worldwide/](http://www.wwe.com/worldwide/).

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