

NEWS RELEASENEWS RELEASE***

**Renaissance Learning and the National Literacy Trust
'flex their muscles' to promote reading**

Renaissance Learning UK Ltd, together with the National Literacy Trust, was delighted to unveil its latest collection of free posters for schools, designed to encourage children to read, at the recent Renaissance Learning Symposium.

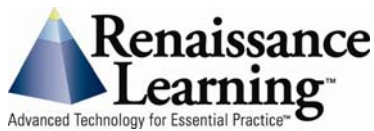
Whilst previous years have featured footballers, for 2009, stars of American wrestling prove that "*Champions Read*" – and judging by the initial reaction, the posters look set to be a hit with children. Reading Champions is an initiative which is funded by the Department for Children, Schools and Families and delivered by the National Literacy Trust, and uses the motivational power of male role models to encourage more boys to read.

In addition to launching the posters, the Renaissance Learning Symposium featured a talk by Peter J Murray – best-selling author of the '*Mokee Joe*' series – as well as Beverley Humphrey, LRC Manager at Woolwich Polytechnic, London. These were followed by sessions on '*A Holistic Approach to Developing English*' and a selection of ideas and strategies designed to raise standards of literacy at KS3 level, which are currently used in schools across the UK. Sarah Osborne from the National Literacy Trust also outlined the opportunities available to schools through working with the Reading Connects and Reading Champions programmes.

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. We are looking forward to working with Renaissance Learning to offer an interesting and useful learning symposium for those schools that attend."

Dirk Foch, Managing Director of Renaissance Learning UK Ltd, comments:



“We are delighted that the first Renaissance Learning Symposium of 2009 also saw the launch of the latest set of posters encouraging children to read, continuing our long association with the National Literacy Trust.”

More information on the Renaissance Learning Symposium, and the opportunity to request a set of posters, is available via the new Renaissance Learning website – www.renlearn.co.uk/nltposters - which also contains information on forthcoming events throughout the UK.

Schools interested in joining the National Literacy Trust's Reading Champions or Reading Connects initiatives should visit www.readingchampions.org.uk or www.readingconnects.org.uk.

Issued: 10/02/09

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Ref: RLSYMJ01

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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 73,000 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 100,000 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 AlphaSmart

AlphaSmart, a division of Renaissance Learning, is committed to helping all ages of pupil to learn and writers to write. Since 1992 its goal has been to make technology more affordable, accessible, and easier to apply to the challenges of the classroom.

NEO provides low-cost, simple and trouble-free computing, for use as a vital part of teaching and learning through ICT. With over 700 hours battery-life and an extremely robust design, these portable note-takers can be found working in classrooms and on field-trips, worldwide, everyday – for true anywhere, anytime learning. NEO is also frequently the portable word-processor of choice by many writing professionals, including journalists, authors and travelling writers. NEO 2 builds on this by including full wireless voting and assessment functionality, wireless printing, and Accelerated Reader compatibility.

CRS, the Classroom Response System, is a self-contained voting and assessment tool, designed to empower all pupils to have a clear and equal voice, as well as enabling teachers to use continuous assessment for learning in their teaching, while working towards personalised learning. CRS works with any digital resources.

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.

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