



NEWS RELEASENEWS RELEASE***

Over 130,000 register for Renaissance Learning's 'Read to a Million Kids' World Book Day initiative

Over 130,000 children from schools and public libraries across the UK have already committed to take part in **Renaissance Learning's** unique, free '**Read to a Million Kids**' initiative, which aims to have a million children participating on World Book Day. Every school that registers online at www.readtoamillionkids.co.uk will also receive a free poster of 'Archie, the AR reading bug'.

Organised by Renaissance Learning in association with World Book Day, 'Read to a Million Kids' offers UK children the opportunity to watch specially filmed videos of the Authors and professional storytellers reading extracts of the World Book Day £1 books. The 11 books have been chosen to appeal to different ages, from pre-school to 11+ years, and include recognised characters such as *Thomas the Tank Engine* and *Pongwiffy*, alongside popular series, including Darcey Bussell's *Magic Ballerina* and Philip Ardagh's *Grubtown Tales*.

The 15-minute videos will be released every hour from 9.00am on **Thursday 4th March 2010**, and will be available for viewing a month after the event. Each will be followed by three, short, multiple-choice questions that the whole class can answer online. Similar to an Accelerated Reader quiz, these fun questions are designed to test their understanding and memory of the story that has just been read to them.

Every UK school is encouraged to get as many children as possible to participate in this unique event, and to indicate the total number they expect to watch the videos throughout the day when they register at www.readtoamillionkids.co.uk. The objective is that a combined total of a million children will watch the videos on World Book Day.

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

"We are delighted to be working with World Book Day, the Authors and professional storytellers, to bring these unique films to children across the UK. We hope that a million children will watch the videos throughout the day, and encourage every school



to register at www.readtoamillionkids.co.uk. It is entirely free to participate, and each school will also receive a poster of 'Archie, the AR reading bug'."

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About Renaissance Learning UK Limited

Renaissance Learning UK Limited is a subsidiary of Renaissance Learning Inc, 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 worldwide and used by over 300,000 children in the UK every day, Renaissance Learning produces the world's most widely used reading software, Accelerated Reader (AR) Advantage, and the world's most successful maths software, Accelerated Maths Advantage.

Renaissance works closely with the National Literacy Trust, the National Education 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.