83% of children love being read to.

Light up their brains. When toddlers are read to, thousands of cells in their brains respond in a matter of seconds.

If you can instill a love of reading at an early age, then a commitment to lifelong learning is sure to follow. – CHILDREN’S BUREAU, 2017

Reading out loud builds knowledge.

More words heard means:
- language skills
- kindergarten readiness
- reading skills

If a student reads 20 minutes a day they will likely score better than 90% of their peers on standardized tests. (That’s 1.8 million words a year!)

When kids see and hear vocabulary, they learn to match oral sounds to written words.

Through multisensory methods, fluency test scores of 3rd graders increased by 45%.

Multisensory learning skyrocket results.

Students not reading at grade level by the end of third grade are 4x more likely to drop out of high school than their peers.

Comprehension +76%
Recall +46%
Accuracy +52%

The benefits of read-alongs last a lifetime.

Find out how you can help create a world of confident book lovers at playaway.com/wonderbook.

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