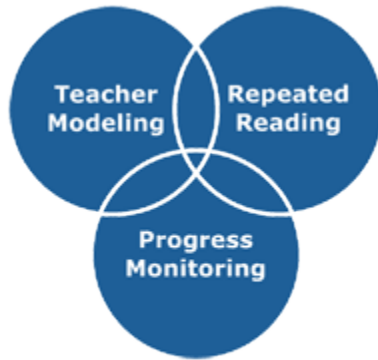


Read Naturally

Since 1991, Read Naturally has helped thousands of students become better readers using a unique strategy that combines teacher modeling, repeated reading, and assessment and progress monitoring. Read Naturally's programs provide a safe, structured, motivating learning environment that encourages reading on a regular basis.



Elements of the Read
Naturally Strategy

Our strategy and industry-leading products support and reinforce the five essential components of reading, as determined by the National Reading Panel: phonemic awareness, phonics, fluency, vocabulary, and comprehension. Using stories, audio recordings, posters, videos, stickers, quizzes, puzzles, and graphs, students work with age-appropriate material at their skill level. With our wide range of products, Read Naturally succeeds with readers of all abilities and ages.

Individualized Program

Because Read Naturally is an individualized program, it minimizes both the anxiety and risk of boredom sometimes associated with learning to read. Students progress through reading levels at their own pace. Struggling readers can continue working on a story without feeling pressured to move ahead too quickly. Because students work without the distraction of their peers, they are more likely to stay on task and be engaged in reading.

Owning Their Success

Students using Read Naturally develop a sense of independence and autonomy by choosing their own stories, taking the time they need to master a story, and progressing through reading levels at their own pace. This approach allows them to take ownership of their learning and responsibility for their success.

High-Interest Stories

Read Naturally engages young readers with high-interest nonfiction stories—age-appropriate stories that tap into students' natural curiosity about the world. Whether the topic is The Cuban Missile Crisis, Tarantulas or Tyrannosaurus Rex, Read Naturally keeps children intrigued and inspired to continue reading.

Keeping It Fun

Read Naturally products improve reading ability by making it fun—a critically important element of our success. The high-interest stories, timers, quizzes, crossword puzzles, stickers, graphs, and posters not only teach the essentials of reading, they also keep students engaged, provide positive reinforcement, and encourage active participation in the learning process.

As a result of these qualities, teachers observe many positive changes in their students and in the classroom, including:

- Increased levels of confidence, self-esteem, and personal pride
- Improved attitudes toward school and learning
- Greater interest in reading on their own
- Decreased behavioral problems