

Site Update

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Raising Readers

Coming Soon: Knees and Toes for 15-months

In November we'll make the final title changeover for the year when *Knees and Toes* starts shipping for the 15-month visit. Parents and kids won't be able to sit still for this one!

Knees and Toes is the illustration of the song "Head, Shoulders, Knees and Toes," an all-time greatest hit for young children. You can't just 'read' this book—you and the children will want to get up and "act it out." Once children have connected the motions and words to the pictures, they will take pride in "reading" this book, a powerful feeling for a toddler.

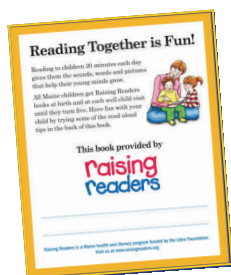


Using books and songs together is an effective learning strategy as the part of the brain that houses music is different than the part that houses our vocabulary and literacy skills. Toddlers love to move their bodies and this helps make story time a realistic expectation for a group of this age. (Source: 2011 Maine Early Literacy Calendar)

Make It Personal

Personalizing the books you give to children is a great way to foster the connection they have with your practice. Many sites have been adding the RR bookplate to books so providers and other staff could add a personal note.

Way to go!



We've made it even easier to personalize books by printing the bookplates in the front page of the 2-, 3- and 4-year books (beginning with the 2011 Collection). No more peel and stick required.

Board books don't have blank front pages so we can't add them there, but all of those titles are customized on the back cover with the RR logo as a reminder that the books came from the program. We're exploring new ways to indicate it came from RR and your practice.

What this means: when you place an order for bookplates you will no longer receive rolls of our current bookplate. We've developed an alternative bookplate that will be sent out while practices use up their remaining 2010 books.

Attention Birth Centers: The bookplate is printed in the front of the picture book currently in the newborn tote. We encourage you to use it to add a personal note. Commemorate the baby's birth by adding the date and their weight.



Bright Idea:

Add an extra special personal touch by also writing the date of the well child

visit (or birth) on the bookplate and add the child's height and weight. In later years, they can look back at books they loved at certain ages.

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