



Carson-Dellosa Publishing LLC

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New Spectrum[®] Readers Series Engages Children With Real Facts, Stunning Photography

Non-fiction Series Aligns With Common Core State Standards

Greensboro, N.C., January 17, 2013 – The adrenaline-pumping world of racing, the most radical locations on Earth and some of the most interesting animals ever to roam the night take center stage in the latest nonfiction book series, Spectrum Readers, from Carson-Dellosa Publishing.

Available in three reading levels, Spectrum Readers features 24 different books with high-interest topics, dramatic photographs and amazing facts to engage young readers who are starting to explore reading on their own. The fact-based approach also makes the books valuable resources for information.

The Spectrum product line has long been used and respected in classrooms and at home as a supplemental teaching and test-taking tool. The new Spectrum Readers are complementary to and align with Common Core State and National Standards for reading. With the current emphasis on nonfiction reading and reading comprehension, these multilevel books are the perfect addition to any library at school or home.

“With common core, students are required to dive into more nonfiction work with 50 percent of all reading in elementary school required to be nonfiction and informational texts,” said Judy L. Harris, CEO of Carson-Dellosa Publishing. “This series is perfect to pique children’s interest long-term. We know they will love learning about and sharing with family and friends all the interesting facts from “Creepy! Crawlers” and “Odd! Birds” to “Mysterious! Outer Space” and “Ultimate! Races” in the Spectrum Readers series.”

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The Spectrum Readers series was developed by experienced educators, tested with teachers and parents, and certified to the new standards by a third-party organization. The three levels include ages 3–6, 5–7 and 6–8 and allow kids to learn about exciting, real-world items.

The books will be available in both 32-page paperback and as eBooks at the end of January.

Topics vary but a sample of themes includes:

- “Look! Nature’s Helpers” introduces the youngest readers to some of the most remarkable, and unexpected, symbiotic animal partnerships in the natural world. The sea anemone stings and paralyzes a passing small fish, capturing dinner for itself and the clown fish.
- “Intense! Machines” puts the reader in the driver’s seat of the fastest, largest and most powerful machines on earth. Imagine a car’s tires squealing as it bolts from zero to 100 miles per hour in less than four seconds.
- “Stop! Crime Scene” engages older children with a behind-the-scenes peek at the exhilarating crime scene investigation process. It takes the reader from first responders arriving at a scene to criminals being tried in a court of law.

Carson-Dellosa will support the release of this new series with a social media contest featuring the complete set of Spectrum Readers as the grand prize. Spectrum Readers are \$3.99 each and are available at www.carsondellosa.com or at a local retailer. All of Carson-Dellosa’s products are developed and tested by educators to ensure they meet the needs of children, parents and educators for games, books and toys that are high quality and highly engaging.

About Carson-Dellosa

Carson-Dellosa Publishing, LLC, based in Greensboro, North Carolina, is a leading supplemental curriculum solutions provider for both educators and parents around the world. Founded by two teachers, our company boasts a 35-year history of enhancing a child’s learning potential and environment through quality curriculum, printed and digital supplemental learning materials for school and home.

Carson-Dellosa provides educational materials developed by experienced educators, tested with teachers and parents, and certified by a third-party to align to the new Common Core State Standards. Offerings include the industry’s most recognized and respected award-winning brands such as Learning Spot™ Lessons, Summer Bridge Activities™, Mark Twain Publishing and Brighter Child®, along with many more.

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