



For Immediate Release:

INTERACTIVE WEB SITE BUILDS ONLINE COMMUNITY OF LATINO FAMILIES NATIONWIDE

***STREAMING AUDIO AND VIDEO, FREE PARENT MATERIALS AND
EDUCATIONAL GAMES FOR KIDS HIGHLIGHT WEB SITE REDESIGN AT
[LEEYSERAS.NET](http://www.leeyseras.net)***

*Experts Examine Literacy Crisis and Solutions
Available Online at www.leeyseras.net*

New York, NY (December 8, 2006)—For the millions of Latino parents who are part of the nation’s largest minority population and whose children face a growing educational achievement gap, there is a new online resource available to them located at www.leeyseras.net to help their young children acquire the skills and knowledge they need to start school ready to learn. [Leeyseras.net](http://www.leeyseras.net) is the newly redesigned and enriched companion web site for ***Lee y serás® (Read and You Will Be)***, a national Latino early literacy initiative and curriculum developed by Scholastic, the global children’s publishing, education and media company, in collaboration with the National Council of La Raza, a leading voice for Latino Americans in the United States, and the Verizon Foundation.

The site gives parents and caregivers free access to the *Lee y serás* curriculum that builds on the multi-faceted, strong, inherent traditions of Latino culture that support literacy and learning ---storytelling, poetry, and song--and that emphasizes the role that parents play as their children’s first teachers.

The web site offers downloadables and printables for parents, educators and childcare providers to help build literacy skills. Its colorful and child-friendly templates, educational games and interactive activities get kids learning and having fun. Educators, community leaders, and researchers are featured on the web site’s podcasts and videocasts. The site helps build an online community with visitors posing questions and ideas via the *Lee y serás* blog. Online chats are scheduled to begin early next year.

[Leeyseras.net](http://www.leeyseras.net) brings resources and information to Latino parents no matter where they live, whether in a large community in an urban area or in a smaller, emerging Latino community in rural America. “The web site unites communities nationwide in their

efforts to promote early literacy,” said Karen Proctor, Scholastic Vice President of Community and Government Affairs. “The site...through podcasts, chat rooms, downloadables...brings research-based curriculum, culturally appropriate tools, and expert voices to anyone, anywhere who is committed to ensuring that Latino children have the support they need to become strong readers and learners.”

“The *Lee y serás* web site, with its interactive and bilingual features, is invaluable in our efforts, not only to educate people about the initiative and create an online community to address the early literacy issue, but also to spur increased use of technology within the Latino community,” said Janet Murguía, NCLR President and CEO.

“Improving basic literacy skills is among the Verizon Foundation’s major priorities because of its enormous impact on education, health and economic development,” said Verizon Region President Gale Given. “Online resources such as *Lee y serás* and the Verizon Literacy Network expand teaching beyond the classroom to give parents and community leaders the tools they need to improve literacy and enhance future opportunities for their children.”

Lee y serás is being implemented by local nonprofit organizations in cities around the country including New York, Washington, D.C., Los Angeles, Dallas, Danbury, Connecticut and San Jose, California. The initiative will launch on December 12 in Chicago and in Miami in early 2007.

About *Lee y serás*

Lee y serás® is a national Latino early literacy initiative that empowers and engages families and communities to foster children’s literacy development. By providing research-based, in-culture, and bilingual curricula and materials for families, childcare providers and leaders, the program’s goal is to create long-term attitudinal and behavioral change in an effort to help close the education achievement gap. Created by and for the community, the initiative is a collaboration of Scholastic, the National Council of La Raza (NCLR) and Verizon. For more information visit www.leeyseras.net.

About Scholastic

Scholastic Corporation (NASDAQ: SCHL) is the world's largest publisher and distributor of children's books and a leader in educational technology. Scholastic creates quality educational and entertaining materials and products for use in school and at home, including children's books, magazines, technology-based products, teacher materials, television programming, film, videos and toys. The Company distributes its products and services through a variety of channels, including proprietary school-based book clubs, school-based book fairs, and school-based and direct-to-home continuity programs; retail stores, schools, libraries and television networks; and the Company's Internet site, www.scholastic.com.

About the National Council of La Raza (NCLR)

The National Council of La Raza (NCLR) – the largest national Hispanic civil rights and advocacy organization in the United States – works to improve opportunities for Hispanic Americans. Through its network of nearly 300 affiliated community-based organizations (CBOs) NCLR reaches millions of Hispanics each year in 41 states, Puerto Rico, and the District of Columbia. To achieve its mission, NCLR conducts applied research, policy analysis, and advocacy, providing a Latino perspective in five key areas – assets/investments, civil

rights/immigration, education, employment and economic status, and health. In addition, NCLR provides capacity-building assistance to its affiliates who work at the state and local level to advance opportunities for individuals and families. Founded in 1968, NCLR is a private, nonprofit, nonpartisan, tax-exempt organization. Headquartered in Washington, DC, NCLR serves all Hispanic subgroups in all regions of the country. NCLR has operations in Atlanta, Chicago, Los Angeles, New York, Phoenix, Sacramento, San Antonio, and San Juan, Puerto Rico. For more information on NCLR, please visit www.nclr.org.

About The Verizon Foundation

Verizon delivers technology that touches life. The Verizon Foundation uses that technology and the foundation's financial resources to improve literacy and K-12 education; to support victims of domestic violence; and improve the delivery of health care. In 2005, the foundation awarded more than \$74 million in grants to charitable and nonprofit agencies in the United States and abroad. The Foundation also supports Verizon Volunteers, which is one of the largest employee volunteer programs in the United States and responsible for 2 million hours of community service since 2000 and \$35.6 million in combined contributions to nonprofits in 2005 alone. For more information on the Foundation, visit www.verizon.com/foundation.

About Verizon

Verizon Communications Inc. (NYSE:VZ), a Dow 30 company, is a leader in delivering broadband and other wireline and wireless communication innovations to mass market, business, government and wholesale customers. Verizon Wireless operates America's most reliable wireless network, serving nearly 57 million customers nationwide. Verizon Business operates one of the most expansive wholly-owned global IP networks. Verizon Telecom is deploying the nation's most advanced fiber-optic network to deliver the benefits of converged communications, information and entertainment services to customers. Based in New York, Verizon has a diverse workforce of approximately 250,000 and generates annual consolidated operating revenues of approximately \$90 billion. For more information, visit www.verizon.com.

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