



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Children from Brightside Academy to Attend Books as Treats Storytelling Event

(Brooklyn, NY, October 16, 2014) – Children from Brightside Academy’s 683 Barbey Street location in Brooklyn will attend the B.A.T.S. (Books as Treats Storytelling) event on Friday, October 24. The event will take place at the BMS Family Health Center at 650 Ashford Street.

“BMS Family Health Center is partnering with Literacy Inc. (LINC) to help support literacy learning and bridge the gap between schools, families and community partners,” said Farrah Lafontant, Brightside Academy Community Coordinator – Brooklyn. “This is a great example of our community members coming together to provide children with the opportunity to better develop their literacy skills and a perfect fit for Brightside Academy’s children!”

During the event, LINC’s staff will be reading a story to the children, providing them with fun facts, and there will be interaction with a costumed character (e.g. a bat!) to complement the B.A.T.S. theme. Additionally, the children will create a memory from the story and receive an age-appropriate book to take home.

The vision of LINC is for all low-income communities to become literacy-rich so each child has the support needed to become a competent reader by the end of third grade. LINC works with schools, families, libraries, local businesses and community partners to create a sustained, coordinated, neighborhood effort to develop youth literacy skills using community-based coordinators such as BMS Family Health Center.

With a focus on early education and school readiness, Brightside Academy’s educational programs include a creative early childhood curriculum where children receive individual development in the areas of reading, math, communication and exploration.

Brightside Academy looks to help its parents understand the difference between babysitting and a high-quality early education program. There are three reasons families choose Brightside Academy: affordable, quality care, and its nurturing home-like environment. Brightside Academy fosters growth and development through stimulating curriculum, age-appropriate activities and trained teachers.

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Brightside Academy is a leader in child care and early education that provides all families access to an excellent early educational experience. Brightside Academy operates academies in multiple cities in Pennsylvania, Ohio and New York. For more information, visit BrightsideAcademy.com. Like us on Facebook at facebook.com/brightsideacademy. Follow us on Twitter twitter.com/bsafamily.