



## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **Brightside Academy Hosts Family Literacy Event**

**(Brooklyn, NY – January 5, 2015)** – Brightside Academy hosted a Family Literacy Event at its 58 Belmont Avenue, Brooklyn, NY location on December 17, 2014 for academy families. The event had a great turn out, with approximately 45 parents in attendance. Parent guest readers read to the children while they created a Build-A-Bear activity. The Brooklyn Public Library also shared helpful tips to build literacy skills at home.

Brightside Academy understands the important role parents play in their children’s education, especially for reading success. According to the National Education Association, where parent involvement is low, the classroom mean average is 46 points below the national average. Where involvement is high, classrooms score 28 points above the national average—a gap of 74 points (NEA, 2009).

"Research shows that children raised in homes that promote family literacy and reading grow up to be better readers and do better in school than children raised in homes where literacy is not a focus. Our goal is to teach our families the importance of literacy and help them foster a love of reading in their children," stated Rebecca Eisentraut, Director of Curriculum and Instruction at Brightside Academy.

Brightside Academy has developed their “Steps to Success” Early Childhood Curriculum, which is designed to expand upon children’s natural curiosity and address the skills that are the foundation to life-long growth and learning. This program includes the Parent “Home Connections” program to complement home support. Regular teacher-family communication, including daily reports and conferencing, encourage family support for literacy and development.

For additional information on Brightside Academy’s curriculum and family events, visit [BrightsideAcademy.com](http://BrightsideAcademy.com) or call 877-868-2273.

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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](http://BrightsideAcademy.com). Like us on Facebook at [facebook.com/brightsideacademy](https://facebook.com/brightsideacademy). Follow us on Twitter [twitter.com/bsafamily](https://twitter.com/bsafamily).