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Primrose Schools® Makes Critical Investment in Early Childhood Literacy
Educational Childcare Leader Donates \$195,000 to Reach Out and Read®

ATLANTA (Sept. 14, 2010) – The students, staff and families from [Primrose Schools](#) nationwide announce the donation of \$195,000 to [Reach Out and Read](#), a non-profit that partners with doctors to prepare America’s youngest children to succeed in school. Over the past five years, the family of over 200 Primrose Schools has donated more than \$831,000 to support Reach Out and Read’s literacy efforts.

[Research](#) shows that children who have not developed some basic literacy skills by the time they enter school are three to four times more likely to drop out in later years. In an educational landscape where three out of every 10 students in U.S. public schools fail to finish high school with a diploma, the support of early childhood literacy is critical.

“Because of the long-standing support of Primrose Schools, tens of thousands of additional children have benefited from Reach Out and Read’s research-proven model,” said Earl Martin Phalen, CEO of Reach Out and Read. “Our children are now growing up with books in their homes and parents who understand the incredible importance of a bedtime story. That’s the first step in breaking the cycle of poverty and ensuring that every child in this country has the opportunity to excel in school and in life.”

Doctors and other medical professionals incorporate Reach Out and Read's evidence-based model into regular pediatric checkups, by advising parents about the importance of reading aloud and giving developmentally-appropriate books to children. Children served by Reach Out and Read enter kindergarten better prepared to succeed, with larger vocabularies, stronger language skills, and a six-month developmental edge over their peers.

“Literacy is the strongest single indicator of student success. Our schools are building active minds every day, and with Reach Out and Read we are able to extend the opportunity to learn to children who need it most,” said Jo Kirchner, president and CEO of Primrose Schools. “We know the positive impact early childhood education has later in life and believe this donation is a much-needed investment in our future leaders.”

Giving back to others is a passion shared throughout Primrose Schools and is a central component of its exclusive Balanced Learning® curriculum. Schools place a special emphasis on giving children experiences that will enable them to learn the importance of caring for and helping others as part of the character development program. In 2010, [Primrose School of](#)

[Dunwoody \(GA\)](#), [Primrose School of Five Forks \(GA\)](#), and [Primrose School of Friendswood \(TX\)](#) were the top three schools to raise funds for Reach Out and Read through events hosted in their local communities.

To learn more about how Primrose Schools lends a helping hand in communities across America, please visit www.primroseschools.com.

About Reach Out and Read

Reach Out and Read is an evidence-based, national nonprofit organization that prepares America's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together. Reach Out and Read currently serves one-third of the most impoverished children in the U.S. The Reach Out and Read model is endorsed by the American Academy of Pediatrics, and the program has one of the strongest records of research support of any primary care intervention. This year, Reach Out and Read's 26,500 volunteer doctors and nurse practitioners will provide 6.2 million new books to 3.9 million children at 4,535 healthcare locations in all 50 states. For further information, please visit Reach Out and Read's website at www.reachoutandread.org.

About Primrose Schools

Founded in 1982, Primrose Schools is the nation's leader in providing consistent, accredited early childhood education and child care services in more than 200 schools in 15 states. The foundation of Primrose Schools is based on a dedicated and passionate group of early childhood professionals providing high quality education with a balance of learning, character development and play.

Primrose School's Balanced Learning[®] Curriculum blends teacher-directed and child-initiated activities and is consistently delivered in all Primrose Schools nationwide. This exclusive curriculum is standards-based and enables teachers to help children build a foundation of knowledge and skills that will enable them to move successfully from one level of development to the next. Primrose is the first preschool organization in the country to achieve the gold standard in educational accreditation from AdvancED and to require all of its schools to become SACS CASI or NCA CASI accredited. For more information, visit www.primroseschools.com.

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