



**FOR IMMEDIATE RELEASE**

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**New Hooked on Phonics Blog To Help Build Confident Readers**

*Teachers, Reading Specialists, Childrens' Book Authors and Parents to Share Reading Tips on Hooked on Phonics Learn to Read Blog*

**BALTIMORE** — A new [blog](http://blog.hookedonphonics.com) (<http://blog.hookedonphonics.com>) from [Hooked on Phonics](#) focuses on the needs of families helping their children become confident readers.

“We’re members of a huge community preparing children for kindergarten with basic reading skills and nurturing that love of reading until they master it,” said Judy L. Harris, CEO of [Smarterville](#), maker of Hooked on Phonics. “Our blog is a platform for teachers, reading specialists, physicians, children’s book authors and literacy advocates to share resources and expertise with parents, caregivers and educators who are helping children become confident readers.”

The blog will also feature a behind-the-scenes look at the making of Hooked of Phonics new learning program as told by the team of authors, illustrators, educators, animators and musicians involved in the year-long, multi-million dollar overhaul (due out in August 2009).

“The Hooked on Phonics blog will be an important resource to parents and educators who are striving to bring the love of reading to children,” according to Nirasha Jaganath, a mother of two and a writer of the blog [Mommy Niri](#) (<http://www.mommyniri.com>). “By the power of education, I was transported from poverty to self-sufficiency. There isn’t a shred of doubt as to the importance education plays in one’s life and a love of reading is tightly woven to this fabric.”

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**About Hooked on Phonics**

Hooked on Phonics, operated by Smarterville Inc., is a leading creator of research-based educational products for families that are fun, easy to use, and effective. The company works with professional educators, interactive designers, writers, artists, and parents to develop step-by-step learning systems that help teach children critical reading, math, and study skills. Since the company was founded in 1987, more than two million families and thousands of schools have turned to Hooked on Phonics' library of award-

winning programs. Hooked on Phonics products are available at major retailers worldwide and online at [www.hookedonphonics.com](http://www.hookedonphonics.com).