



**FOR IMMEDIATE RELEASE**

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**Hooked on Phonics® Congratulates the Association of American Publishers on the  
10<sup>th</sup> Anniversary of Get Caught Reading Month**

**BALTIMORE** — Hooked on Phonics®, the maker of the award-winning educational tools, wants to congratulate the Association of American Publishers on their 10<sup>th</sup> Anniversary of Get Caught Reading this May. As children and families prepare for the end of yet another school year, there is no better time for parents to stress the importance of reading and continued learning over the summer.

“Helping our children become strong readers provides them with a foundation for learning and for succeeding in life,” said Judy L. Harris, CEO of Smarterville, the company that owns, creates, manufactures and distributes Hooked on Phonics. “We believe the Association of American Publishers’ Get Caught Reading campaign is an excellent example of an organization that is helping to build a strong reading foundation for our children.”

Get Caught Reading is a nationwide campaign targeted at people of all ages to impress upon them how fun it is to read. This organization has engaged numerous well-known figures, including First Lady Laura Bush, Derek Jeter, and Robin Williams, all of whom have been “caught reading” their favorite books and magazines for print ads and posters seen by millions of people across the country.

Hooked on Phonics challenges parents and children to immerse themselves in their favorite books or magazines this summer and to strive to establish a summer reading program that ensures their children have a strong start to the 2009 school year. On May 29-31, Hooked on Phonics will be offering a “sneak preview” of its new *Learn to Read* product to the publishing community at the 2009 Book Expo in New York City, New York.

“Maintaining a summer reading program is vital to helping children build on the skills they have gained during the school year. Our company works to ensure parents have the right tools they need to help their children learn to read all year long,” Harris said.

To learn more about the Get Caught Reading campaign, please visit [www.getcaughtreading.org](http://www.getcaughtreading.org).

**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).