Want to Create a Bookworm?  
Start Reading Early and Often

(NU) - Sponsored News - Most parents know the best way to get kids to read later in life is to read to them early and often. But even parents’ best efforts to create bookworms sometimes fall flat – especially in today’s world of lights and action best seen from a screen.

Yet, studies continue to suggest that the benefits of reading from an early age not only teach kids the rules of syntax and expand their vocabulary, but, according to one study released last year, also activate the part of the brain that allows them to understand the meaning of language.

Because of its interest in closing the reading gap among children in this country, RRKidz Inc., home of the beloved children’s brand Reading Rainbow, embarked on a Kickstarter campaign in the summer of 2014. Through generous donations by its legions of fans, the company raised more than $6.4 million in 35 days.

As a result, Skybrary Family, the award-winning digital library of books and videos, was released. On the heels of this successful introduction, RRKidz Inc. is proud to announce the launch of Skybrary School, an educator-specific version with features designed to increase reading frequency and build literacy skills.

This new digital library, especially for early elementary school students (K-3) and their educators, offers close to 1,000 fiction and non-fiction books, all in the hopes of creating life-long readers and learners.

“Teachers devote their lives to giving students the tools needed to succeed in reading, and we want to make sure we are doing the same for them,” said LeVar Burton.

“With Reading Rainbow’s Skybrary Family and now Skybrary School, we are offering a comprehensive solution to assist both educators and parents in providing engaging and relevant content to develop children’s literacy and learning skills.”

In addition, the service features more than 200 educational video field trips hosted by Burton, such as a trip to the White House, peeking inside the Mars Rover at NASA, behind the scenes at Cirque du Soleil and other locations. Other benefits to Skybrary School include:

• Working with acclaimed publishers such as National Geographic and Britannica to discover books that meet children’s interest and reading level
• Forty standards-aligned, themed lesson plans inspired by books and videos in the library
• Instructional programs with flexible online and offline activities
• A web-based subscription service with on-demand access to read and learn anytime, anywhere
• New books and videos added to the service every week

RRKidz Inc. is also giving Skybrary School to 10,000 classrooms nationwide for free.

For more information, please visit www.readingrainbow.com.