

## NEWS RELEASE

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For Immediate Release

### **Newmark Learning Introduces *Interactive Nursery Rhymes and Songs Theme Sets***

#### **All-in-one kit builds emergent literacy skills and meets Common Core Grade-K standards**

**Pelham, NY, December 18, 2012** – Early childhood and primary literacy publisher Newmark Learning announces *Interactive Nursery Rhymes and Songs Theme Sets*, a new all-in-one multimedia kit to teach emergent literacy skills to pre-K and K students. Through 48 classic nursery rhymes and songs, students build foundational reading skills: concepts about print, phonemic awareness, sight words, and vocabulary.

The kit features a library of 12 interactive CD-ROMS with 240 literacy skill-building activities that extend learning and build early comprehension, vocabulary, science, and math skills. Each CD-ROM introduces students to 4 thematically linked nursery rhymes and songs. Each nursery rhyme or song has 5 skill-building activities that address reading strategies, concepts about print, phonemic awareness, sight word knowledge, and vocabulary development.

The kit also includes a 96-page Teacher's Guide with mini-lessons to build foundational skills based on the Common Core ELA Standards for Kindergarten. A matching, full-color print activity book for each CD-ROM supports home-school connections with extension activities to reinforce students' skills.

In addition, there is a User Guide with teacher support. Interactivity is built into the software, enabling these theme sets to function on any brand of whiteboard, computer or for individual use at school or home.

“Nursery rhymes and songs are a timeless way to introduce beginning readers to literacy,” said Sera Y. Reycraft, director of Newmark Learning. “Our kit helps young children learn well-loved classic verse and music while at the same time building language skills – all enhanced by a complete multi-sensory, multimedia experience. We also make it easy for teachers to engage their students with many effective literacy skill building activities that prepare them to meet Common Core standards.”

The *Interactive Nursery Rhymes and Songs* can be purchased for \$89.99. To order online or to locate a dealer, go to Newmark Learning's website <http://www.newmarklearning.com>.

**(MORE)**

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***About Newmark Learning:*** Newmark Learning is an educational publisher offering a range of high quality English and Spanish print and technology resources for Early Childhood and Primary classrooms. The company provides an array of materials designed for large-scale school programs as well as easy-to-use kits geared towards parents and families at home. Headquartered in Pelham, NY, Newmark Learning's products are sold direct to schools and through retail dealers, as well as throughout North and South America, Canada, Europe, the Middle East and Asia. Newmark Learning is a sister company of leading literacy publisher Benchmark Education.

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