

This is the impact of

Reading

20 minutes each day!

A STUDENT WHO READS

20 MINUTES

EVERY SINGLE DAY...

*will be
exposed to*

1.8 MILLION

*words yearly and
will score in the*

90th PERCENTILE

*on standardized
tests.*

A STUDENT WHO READS

5 MINUTES

EVERY SINGLE DAY...

*will be
exposed to*

282,000 words

*yearly and will
score in the*

50th PERCENTILE

*on standardized
tests.*

A STUDENT WHO READS

1 MINUTE

EVERY SINGLE DAY...

*will be
exposed to*

8,000 words

*yearly and will
score in the*

10th PERCENTILE

*on standardized
tests.*

Priceless Effect!