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**BRUCE LANSKY'S *EARLY BIRDY GETS THE WORM*,
GIVES YOUNG CHILDREN A SHORTCUT TO READING**

MINNEAPOLIS (February 13, 2014) – Children’s author Bruce Lansky has created a humorous and heartwarming story that young children (and struggling readers) can “read,” understand and enjoy. Sound impossible? Well, Lansky’s charming story, *Early Birdy Gets the Worm* (eBook, \$9.99, On-Sale February 25, 2014 and Hardcover, \$15.99, On-Sale May 6, 2014), is told entirely through pictures (without using a single word)—which is why Lansky calls it a PictureReading™ story. With delightful illustrations by Bill Bolton, children will love “reading” Early Birdy’s adventure again and again.

When asked how he came up with the idea for his PictureReading series, Lansky gave credit to Tim Rasinski, PhD, Professor of Literacy Studies at Kent State University. “I’ve made several joint presentations at reading conferences with (fluency guru) Tim Rasinski and his colleagues. He advises teachers and parents to assign short, easy poetry passages to help struggling readers improve. I figured, if you really want to make reading easy, why not just use pictures and dispense with words all together. What could be easier than that?”

Reading specialist, Amy Buswell, co-author of *Giggle Poetry™ Reading Lessons*, said “I’ve been using ‘*Early Birdy*’ with my struggling second grade readers and I’ve asked my 4th and 5th grade students to write a text for Lansky’s funny (wordless) stories. They love it!” Not surprisingly, Rasinski and other reading experts agree that Lansky is onto something important that could give the roughly 15 million children aged 3-to-6 an entertaining introduction to the joy of reading.

Recent neuroscience research has found a strong correlation between children’s intelligence and the number of words exchanged with their parents. Lansky’s PictureReading series strengthens this dynamic by encouraging parents and children to read together. Using questions, parents can direct their child’s attention to visual clues that will help them understand what’s happening on every page—until they realize they can turn the pages and tell the story without much (if any) help. For bilingual families, it’s nice to know that PictureReading stories can be read in any language.

“Fans of P.D. Eastman’s *Are You My Mother?* will adore *Early Birdy Gets the Worm*. Bright, engaging illustrations offer just enough ‘tell’ to let young readers discover the story for themselves.”

–Terry Doherty, Executive Director, The Reading Tub®

“Wow! Zow! Bruce Lansky’s new PictureReading books are absolutely gorgeous—the illustrations seem to come alive. The stories are hilarious and engaging. And the user’s guide is brilliant. This dazzling series may change the way books are used with children in the future.”

–Nancy Kerr, International President, Children’s Reading Foundation.

“What a great way to turn 3-to-6-year-old children into readers!”

-Stan Steiner PhD, Professor and Chair, Department of Literacy, College of Education, Boise State University

“Beginning and struggling readers may think they’re reading this book, but you’ll know they’re reading the pictures and loving it.”

-Tim Rasinski, PhD, Professor of Literacy Education, Kent State University

Bruce Lansky is one of North America’s most popular poets and authors of children’s fiction. He has turned millions of children into poetry and fiction lovers. Crowned “The King of Giggle Poetry” Lansky’s *Giggle Poetry™* books have sold millions of copies. His best-selling fiction series include *Can You Solve the Mystery?™*, *Girls to the Rescue®*, and *Newfangled Fairy Tales*. He lives in Eden Prairie, MN.

Bill Bolton has been illustrating children’s books for more than 20 years. He lives in a little village across the pond in England.

To request a copy of *Early Birdy Gets the Worm* or to schedule an interview with Bruce Lansky, please contact Thomas Nelson, Meadowbrook Press, at 800-388-2232, ext. 109, or email him at tnelson@meadowbrookpress.com.

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