

**FOR IMMEDIATE RELEASE:**

*Turning Struggling Readers into Fluent Readers...*

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**GIGGLE POETRY READING LESSONS**  
**DRAMATICALLY IMPROVES READING SKILLS AND SCORES**

**MINNEAPOLIS (March 27, 2014)** – Reading specialist, Amy Buswell and poet, Bruce Lansky have created “the most entertaining remedial reading program,” ***Giggle Poetry Reading Lessons*** (Softcover, \$14.99, On-Sale August 5, 2014). Using Lansky’s kid-tested poetry as bait, Buswell’s customized reading lessons motivate struggling readers to practice and improve their reading using six research-based strategies.

Many struggling readers are embarrassed to read aloud. They often feel intimidated or bored by texts that conventional programs require them to practice. So, instead of catching up, they fall further behind. “What is needed,” Buswell explains, “is a program that improves the motivation of struggling readers, because motivation accounts for 90% of the problem.”

***Giggle Poetry Reading Lessons*** gives teachers and parents everything they need to help motivate children and improve their reading:

- 35 Kid-tested poems by Bruce Lansky
- 35 Off-the-wall illustrations by Stephen Carpenter
- 35 Customized reading lessons by Amy Buswell
- 35 Sets of zany performance tips by Bruce Lansky

...all of which are designed to make the process of reading improvement more like fun than work.

Using her program, 95% of Buswell’s students have made significant improvement in their reading. In 2010, her school raised their Florida Comprehensive Assessment Test (FCAT) reading score to an “A” for the first time. In 2011, Buswell’s school achieved one of the highest-percentage reading gains in the county. In 2013, Buswell’s 2<sup>nd</sup> grade students increased the number of correct words they could read per minute by almost four times the expected amount.

“The fluency gains these engaging reading lessons have produced are outstanding.”

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

“It’s not surprising that the most entertaining remedial reading program would motivate students to read better.”

-Chase Young, PhD, Assistant Professor, Texas A&M Corpus Christi

“I was shocked by how quickly my students’ reading improved!”

-Lorraine Sansbury, K-5 Reading Resource Teacher

“Within a week of starting this intervention, one of my most challenging students went from an ‘I hate reading’ attitude to saying, ‘Can I read this poem to you?’ It was amazing.”

-Kim Fawcett, Grades 4-5 Literacy Teacher

**Amy Buswell** is a reading specialist who teaches in West Palm Beach, FL. Her entertaining reading lessons have dramatically raised the reading skills and scores at schools where she has taught.

**Bruce Lansky** has written and edited 18 books of humorous poetry for children, which have sold more than 3.5 million copies. Lansky has entertained students at more than 600 schools nationwide and also created the popular *Giggle Poetry* website. He lives in Eden Prairie, MN.

**Stephen Carpenter** is the illustrator who has helped 16 *Giggle Poetry* books come alive with his hilarious illustrations. He lives just outside Kansas City with his wife, Becki, and their sheepdog, Lulu.

To request a copy of *Giggle Poetry Reading Lessons* or to schedule an interview with Amy Buswell or Bruce Lansky, please contact Thomas Nelson, Meadowbrook Press, at 800-388-2232, ext. 109, or email him at [tnelson@meadowbrookpress.com](mailto:tnelson@meadowbrookpress.com).

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