Parents, it’s up to you!

The first few years of life are critical in your child’s brain development. Make the most of this window. If you wait, it’s too late.

- Your baby’s brain is making literally trillions of connections during the first few years, the fastest it will ever grow.
- Children are rapidly learning language. They often quadruple the number of words they know between ages 1-2.
- Babies learn best through interactions. There is no substitute for YOU.

Babies are born with about 100 billion neurons; by age 3 there will be about 1,000 trillion connections between them.

The stakes could not be higher

Dodge the word gap
Some children will hear 30 million fewer words than their peers before age 4. Studies have shown the number of words a child knows when entering kindergarten is predictive of future learning success. Hart and Risley 2003

Get ready to learn
Too many children in the U.S. are not prepared to learn when they enter kindergarten. Studies show that those who fall behind are likely to stay that way.

Avoid the slippery slope
A child not reading at grade level by the end of first grade has an 88% chance of not reading at grade level by the end of fourth grade.

Those not reading proficiently by third grade are four times more likely to drop out of school.

Light up your child’s brain!

Read aloud 15 MINUTES every day from birth to:
- Grow vocabulary and knowledge
- Bond and provide enriching engagement
- Foster a love of books and learning

You are your child’s first and most important teacher. Read Aloud every day, from birth, for at least 15 MINUTES and light up your child’s brain.

If you wait, it’s too late.