



4400 Easton Commons  
Columbus, OH 43219  
800 468 5850

## Press Release

### FOR IMMEDIATE RELEASE

#### CALIFORNIA K–6 EDUCATORS INVITED TO LEARN ABOUT SRA/McGRAW-HILL’S BOARD-APPROVED IMAGINE IT! LITERACY PROGRAM AT NEW STATE-SPECIFIC WEB SITE

COLUMBUS, Ohio (April 2, 2009) – California elementary schools researching literacy curricula for the state reading adoption are invited to learn more about SRA/McGraw-Hill’s latest K–6 reading and language arts program *SRA Imagine It!* at a new Web site [SRAImagineItCA.com](http://SRAImagineItCA.com).

The California editions of the *Imagine It!* series meet the California Criteria, Standards, and Framework, and were approved by the California State Board of Education for the 2008 Reading/Language Arts-English-Language Development adoption list. The three programs include:

- ***Imagine It!*** is the core K–6 program, designed to meet California State Standards.
- ***Imagine It! English Language Development*** (ELD) is an expanded version of *Imagine It!* specifically designed for teachers with K–6 students whose primary language is not English.
- ***¡Imagin!o!*** helps K–6 students develop Spanish literacy that can be used in combination with *Imagine It!* or alone.

[SRAImagineItCA.com](http://SRAImagineItCA.com) features:

- Classroom resources such as sample activities, lessons, high frequency words, vocabulary lists, Greek and Latin root words, sound/spelling cards, routine cards, theme charts, instructional emphasis charts, and much more
- Tips for teachers from teachers for succeeding with *Imagine It!*
- Home Connection letters in English and Spanish that teachers can use to keep parents informed on what students are doing in the classroom with recommendations for ways to reinforce learning at home
- Helpful hints and tools for parents, including games and activities to try at home
- Engaging online activities for students to practice anytime, anywhere
- Brief interviews with program’s industry-leading authors
- White papers highlighting the research base and strategies of *Imagine It!*
- Efficacy reports and in-classroom videos showcasing successful California schools and districts that rely on SRA reading programs

The *Imagine It!* California Web site also includes membership registration for SRA’s *Imagine It!* Teacher Network, Reading Coach Network, and Parent Network. The networks bring together those who believe in the power of SRA’s programs to share their experiences.

“SRA’s reading programs have been listed on California’s state-approved list for 10 years, and we’re honored to continue to be trusted by the California State Board of Education,” said Sharon Lane, vice president sales manager for SRA’s California region. “We’ve seen firsthand and heard from teachers who over the last decade have made a real difference using our programs, and we’ve also paid close attention to how we can better serve them. I think California teachers and administrators will be pleased to see the how our newest curriculum – *Imagine It!* – will support their teaching efforts and lead to student success.”

-MORE-



4400 Easton Commons  
Columbus, OH 43219  
800 468 5850

## Press Release

### **CALIFORNIA K-6 EDUCATORS INVITED TO LEARN ABOUT SRA/McGRAW-HILL'S BOARD-APPROVED IMAGINE IT! LITERACY PROGRAM AT NEW STATE-SPECIFIC WEB SITE PAGE 2 OF 2**

#### **About Imagine It!**

*Imagine It!* is the result of 45 years of research and field study. It meets all of the elements recommended by the National Reading Panel: instruction in phonological and phonemic awareness, explicit phonics, fluency, vocabulary, and comprehension. The program covers all daily reading, language arts, and writing curriculum requirements, while meeting all of the standards for science and social studies. *Imagine It!* fully integrates state-of-the-art technology tools to enhance learning.

The authors, who are researchers themselves, continue to update the program as new studies are published revealing the latest findings on effective instructional methods.

#### **About SRA/McGraw-Hill**

SRA/McGraw-Hill is the top provider of specialized research-based educational programs and professional development for the elementary market. Leading programs include *SRA Imagine It!* reading program, Direct Instruction, *SRA Number Worlds*, additional core and supplemental programs. SRA is part of McGraw-Hill Education, a division of The McGraw-Hill Companies (NYSE: MHP). McGraw-Hill Education is a leading global provider of instructional, assessment, and reference solutions that empower professionals and students of all ages. McGraw-Hill Education has offices in 33 countries and publishes in more than 65 languages. Additional information is available at [MHEducation.com](http://MHEducation.com). For more information on SRA/McGraw-Hill's products, call 1-888-SRA-4543 and visit [SRAonline.com](http://SRAonline.com).

-END-

Media Contacts:           Suzanne Toney  
                                  SRA/McGraw-Hill  
                                  (614) 750-7286  
                                  [suzanne\\_toney@mcgraw-hill.com](mailto:suzanne_toney@mcgraw-hill.com)

Melina Metzger  
Paul Werth Associates  
(614) 224-8114 Ext. 236  
[mmetzger@paulwerth.com](mailto:mmetzger@paulwerth.com)