



4400 Easton Commons  
Columbus, OH 43219  
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## Press Release

### FOR IMMEDIATE RELEASE

November 4, 2008

### **SRA/McGRAW-HILL INTRODUCES *IMAGINE IT!* ELEMENTARY READING AND LANGUAGE ARTS PROGRAM TO LOS ANGELES EDUCATORS**

LOS ANGELES, Calif. – Los Angeles area educators are invited to learn about an elementary reading and language arts program developed for California from SRA/McGraw-Hill called *Imagine It!* The event will take place from 11 a.m. to 2 p.m. on November 14 at Walter's Restaurant, 310 Yale Avenue in Claremont.

Educators will hear from:

- Peter Pannell, contributing author for *SRA Imagine It!* and principal at Eliot Middle School in Pasadena Unified School District
- Heidi Taber, Reading First coordinator at Fontana Unified School District

*SRA Imagine It!* was developed for Grades Pre-K–6 with input from California educators, which helped shape every aspect of the program.

*Imagine It!* is the core program meeting California state standards. *Imagine It! English Language Development* (ELD) is an expanded version of *Imagine It!* specifically designed for teachers with students whose primary language is not English. *¡Imagínalo!* is a parallel program to *Imagine It!* that helps students develop Spanish literacy.

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

*Imagine It!* is the result of 45 years of research and field study. All three programs meet the California Criteria, Standards, and Framework, as well as all of the elements recommended by the National Reading Panel: instruction in phonological and phonemic awareness, explicit phonics, fluency, vocabulary, and comprehension. The programs cover 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.

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The authors, who are researchers themselves, continue to update the program as new studies are published revealing the latest findings on effective instructional methods. For more information, visit [ImagineItReading.com](http://ImagineItReading.com).

#### **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 60 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).

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**Editor's Note:** Media is invited to attend the meeting.