

NEWS RELEASE

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Library adds Ready Rosie and ABCmouse to Start Smart early literacy tools

February 1, 2016 (Canton, Ohio) – The Smart Store, where everything is free® has added two new services to its existing set of Start Smart literacy tools. Ready Rosie and ABCmouse are both award winning services designed to help children develop literacy skills from pre-k to age six. Ready Rosie is especially unique in that it reaches parents and their children in their homes and on the move via computers, smart phones and other mobile devices.

Ready Rosie is a convenient daily digital subscription that provides activities for adults and care takers to do with children from birth to six years old. The activities are simple and are modeled in a two minute video, in English or Spanish, sent via email or SMS text message. The system meets parents and children where they are, allowing them to increase their literacy skills right at home without stepping foot into the library. Because the system automatically sends a daily video and activity, parents and caregivers are reminded to incorporate such exercises into daily interactions. To sign up, anyone with a Stark County District Library card can visit www.ReadyRosie.com/register/ and get started with just a few steps.

ABCMouse is the winner of numerous awards from national education, parent, and media organizations. It offers a highly engaging, expert designed curriculum for preschool, pre-k, and kindergarten age children. The interactive activities explore reading, language arts, math, science, social studies, art, and music to help children build a strong foundation for academic success. ABCmouse can be accessed at any library location either through one of the Library's public computers or with a device connected to the Library's wireless network.

The addition of Ready Rosie and ABCmouse fits well with the Library's Start Smart initiative, as one of the primary goals of the Library is to ensure that children are literate and prepared for school. Several Start Smart programs are already part of the Library's offerings, including SPARK, AWE Early Literacy Stations, Kidmobiles, Early Literacy Cards and Story Time. These programs and tools provide a variety of methods for achieving increased literacy and kindergarten readiness, ranging from in-home assistance (SPARK) to group read aloud programs at library locations (Story Time).

Tena Wilson, Director at Stark County District Library, recognizes the importance of the Library's role in increasing literacy and kindergarten readiness. "As a library we have the responsibility of making information and tools available that help children and their families to be successful. Research shows that an early introduction to skills such as holding a book and listening to stories improve a child's chance at succeeding in school and therefore in life."

To learn more about Ready Rosie, ABCmouse, and all other Start Smart early literacy tools, visit www.StarkLibrary.org/startsmart or call the Library at 330-452-0665. A full listing of programming for children is available in the Library's Smart Scene publication, available at all Library locations and downloadable from the Library's website.

ABOUT THE LIBRARY

One of the 8 largest library systems in Ohio – and the county's oldest library -- Stark County District Library serves the community through 10 locations, six mobile libraries, and a 24/7 digital branch.

A 2009 winner of the prestigious National Medal for library service, the Library serves over 100,000 active cardholders, annually circulating 3.5 million items from its 1.2 million item collection and providing access to an additional 66 million items from lending networks throughout Ohio. Each year the library presents nearly 8,000 programs for 170,000 attendees and provides 280,000 computer sessions on the publicly available computers found in each branch.

Today, as it reimagines itself as The Smart Store, where everything is free®, the Library is emerging as a national thought-leader with innovations such as its “no overdue fines” policy, the recently launched BikeSmart bike sharing network, and the Start Smart School Partnership.

For more information, call 330.452.0665 or visit <http://www.starklibrary.org>.

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