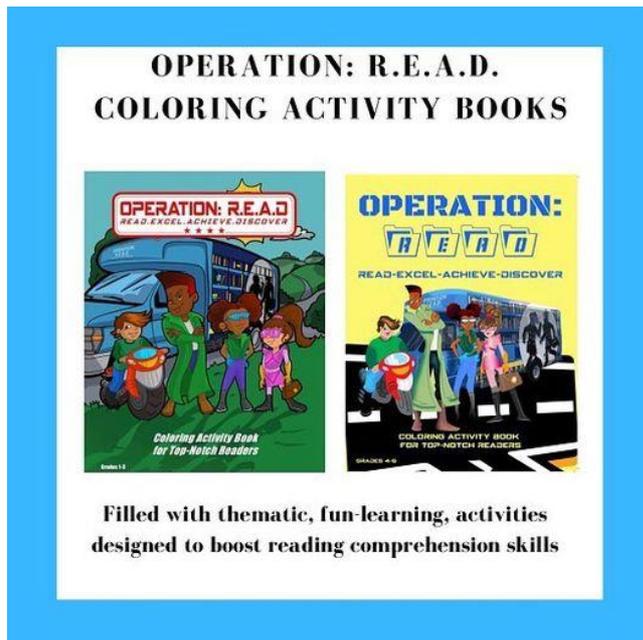


PRESS RELEASE

FOR IMMEDIATE RELEASE

Literacy Connection Hatches New Plan to Promote Literacy During Pandemic

The organization has added a new dimension to their service with the introduction of **OPERATION: R.E.A.D Spy Kits**. The Spy Kit targets top notch readers everywhere and includes a variety of exciting gadgets that promote literacy.



PLANTATION, FLA (November 16, 2020)
– Parents on the hunt for engaging literacy tools will soon have a new ally when Florida-based charity, Literacy Connection, grants access to their new Spy Themed Reading Kit on November 16, 2020.

Targeted at top notch readers everywhere, the OPERATION: R.E.A.D Spy Kits feature a range of exciting gears and gadgets filled with thematic, fun-learning activities designed to boost reading comprehension skills. Parents can choose from age appropriate kits that include gadget bags, coloring activity books, invisible ink pens for decoding secret messages, and code cracking crayons. Additionally, coloring shirts and morse code markers can be added to the kits. Parents also have an opportunity to get in on

the action with Proud Parent of Top-Notch Reader tees. But that's not all. Plans are afoot to launch picture books, animated videos and more in the coming months.

Founder and CEO of Literacy Connection, Tia Major, is excited about the new dimension to their service. Explaining the motivation for launching the OPERATION: R.E.A.D Spy Kits, Major said: *"Like many organizations, the Corona Virus pandemic has significantly halted our mission to promote literacy in our communities. We want to continue to execute that mission without risking anyone's safety and that was how the idea for the spy kits was birthed."*

Evidence shows that children who read every day for enjoyment perform better in tests than those who don't. Sadly, statistics indicate that 61% of low-income families have no books at all in their homes for their children. Literacy Connection's mission in part, is to erase the book gap by distributing books to children, providing family and community workshops and offering consulting services that instill the importance of reading and modeling strategies to support a developing reading culture. The organization recently added the OPERATION: R.E.A.D After School E-tutoring program to support children during the pandemic and onwards. For families that qualify, they are a Step Up for Students approved Provider.

The OPERATION: R.E.A.D Spy Kits are competitively priced at \$25 each. Funds received from all purchases will be used to provide underserved families with access to books, literacy programs and events. For further information or to purchase OPERATION: R.E.A.D spy kits, visit:

<https://literacyconnect.org>.

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