

BRIGHTPOINT LITERACY  
AN IMPRINT OF PEOPLES EDUCATION  
299 Market Street  
Saddle Brook, NJ 07663

**For Immediate Release  
March 1, 2011**

**BRIGHTPOINT LITERACY ANNOUNCES \$500 Classroom Grant to Engage Boys in Literacy Learning**

*SADDLE BROOK, NJ, March 1, 2011* – Brightpoint Literacy (NASDAQ: PEDH) is pleased to announce a new *\$500 Classroom Literacy Mini Grant* aimed at motivating and engaging boys in literacy learning. Since the release of the Center of Education Policy study findings that boys lagged behind girls in reading achievement (*Education Week*, April 2010), educators have taken a close look at how well they are engaging boys in literacy. Brightpoint Literacy is pleased to offer this special opportunity to educators who want to increase the engagement and achievement of boys in literacy learning.

In order to be eligible for the grant, educators must complete a short online application stating how they would use \$500 of Brightpoint Literacy products to engage their boys in literacy learning. The application is available at <http://www.brightpointliteracy.com/content/literacy-classroom-mini-grant/> and must be received by March 15, 2011. The winner, chosen by online voting at [www.BrightpointLiteracy.com](http://www.BrightpointLiteracy.com) from March 16, 2011 to April 10, 2011, will be announced on April 11, 2011.

Educators will be able to choose from Brightpoint Literacy’s full line of literacy collections, including popular BOLDPRINT Kids, BOLDPRINT Graphic Novels, and Graphic Poetry titles. “My English language learners love BOLDPRINT Kids, especially the boys,” commented Terri Pendola, ELL teacher from Countryside Elementary School in Sterling, VA. “The books are highly interesting and very visual – perfect for students who struggle or don’t want to read. It’s great to have something that captures their attention and keeps them engaged.”

For more information on Brightpoint Literacy’s full line of research-based programs, call 1-888-424-8398 or visit [BrightpointLiteracy.com](http://BrightpointLiteracy.com).

**About Brightpoint Literacy**

Brightpoint Literacy, headquartered in Saddle Brook, New Jersey, is an imprint of Peoples Education. Brightpoint Literacy serves the U.S. K–8 market with a comprehensive selection of research-based, cross-curricular materials. Brightpoint Literacy is the exclusive distributor in the United States for products published by three leading literacy publishers. The Brightpoint Literacy product line includes an extensive selection of leveled reading materials, high-interest engaging resources for striving readers, cross-curricular series, and selections and strategies for English language learners.

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