

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

For Immediate Release
February 14, 2011

BRIGHTPOINT LITERACY ANNOUNCES GRAPHIC POETRY

SADDLE BROOK, NJ, February 14, 2011 – Brightpoint Literacy, in partnership with Rubicon Publishing, is pleased to announce that its Graphic Poetry series has been featured in the February 2011 *The Reading Teacher* article, “Comprehending, Composing and Celebrating Graphic Poetry” by Dr. Kristine M. Calo.

The Graphic Poetry series uniquely presents the works of well-known poets in a contemporary graphic text design. The collection of 16 titles is closely aligned to widely used language arts curriculums and supports state and Common Core State Standards instruction. Graphic Poetry presents teachers with the opportunity to engage students in poetry using a text type that appeals to adolescents.

“The first time I saw poetry presented in a graphic text format, I knew that students would be immediately drawn in,” commented Dr. Calo, Assistant Professor at Hood College in Frederick, MD. “Teachers love it too. Not only does the visual impact of graphic poetry peak students’ interest, but it can be used to teach powerful literacy concepts. And, that’s a winning combination. ”

“The newly adopted Common Core State Standards require students to perform at higher cognitive levels, so we are seeing educators choose resources like Graphic Poetry to meet those expectations,” said Ginny Tanaka, VP of National Sales. “We are pleased to offer such a cutting-edge program.”

For more information on Brightpoint Literacy’s full line of research-based programs, call 1-888-424-8398 or visit BrightpointLiteracy.com.

About Brightpoint Literacy

Brightpoint Literacy, headquartered in Saddle Brook, NJ, 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 State for products published by Rubicon Publishing and two other 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.

The Reading Teacher is a publication of the International Reading Association, Newark, DE.

Contact

Ginny Tanaka, VP National Sales
201-708-6468