

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

**For Immediate Release  
September 26, 2011**

**BRIGHTPOINT LITERACY ANNOUNCES a \$500 Classroom Grant to Increase the Achievement of Struggling Readers**

*SADDLE BROOK, NJ, September 26, 2011*—Brightpoint Literacy is pleased to announce a new \$500 *Classroom Literacy Mini Grant* aimed at increasing the achievement of struggling readers. With the continued emphasis on student achievement, Brightpoint Literacy is pleased to offer this special opportunity to educators who are striving to accelerate the progress of their low-performing readers.

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 improve the reading ability of struggling students. The application is available at <http://www.brightpointliteracy.com/content/literacy-classroom-mini-grant/> and must be received by October 14, 2011. The winner, chosen by online voting from October 17 to October 28, 2011, will be announced on October 31, 2011.

The winner will be able to choose from Brightpoint Literacy's full line of literacy collections, including the Middle School Reading Intervention Program featuring High Wire, Graphic Novels, and Poetry titles. "Motivation is a key factor when working with students who struggle," commented Ginny Tanaka, VP of Sales. "Brightpoint Literacy provides a wide variety of engaging texts that students want to read. Teachers tell us that once their students are engaged, then teaching and learning can begin. Intervention resources, ranging from early to adolescent literacy, are being used across the country to increase the reading ability of their struggling students."

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 (NASDAQ: PEDH). 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.

**Contact**

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