



Why read 20 minutes at home?

STUDENT A READS

20 minutes per day

3,600 minutes per school year

1,800,000 words per year



STUDENT A READS

Scores in the 90th percentile
on standardized tests

STUDENT B READS

5 minutes per day

900 minutes per school year

282,000 words per year



STUDENT B READS

Scores in the 50th percentile
on standardized tests

STUDENT C READS

1 minute per day

180 minutes per school year

8,000 words per year



STUDENT C READS

Scores in the 10th percentile
on standardized tests

WANT TO BE A BETTER READER? SIMPLY READ.

If you start reading for 20 minutes per night in kindergarten, by the end of 6th grade, Student A will have read for the equivalent for 60 school days, Student B will have read for 12 school days, and Student C will have read for 3 school days.