

**PRESS RELEASE**

FOR IMMEDIATE RELEASE

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**Literacy Lab's Digital4Literacy Program, supported by Google.org  
In partnership with Footsteps2Brilliance® Learning App  
Demonstrate Success in Closing Early Literacy Gaps**

March 19th, 2015, SAN FRANCISCO, CA-- On Thursday, March 26, from 3:00 - 4:00 p.m., Literacy Lab, and Footsteps2Brilliance®, Inc. will hold a press conference at The San Francisco Impact Hub, hosted at the Google.org Lounge, to report findings, analyzed by Learning for Innovation, that pre-K children who were given interactive eBooks and learning games showed greater academic success than those who were given traditional books. A networking reception will follow from 4:00 – 6:00 p.m.

Pursuant to the White House Summit on Early Education, Literacy Lab and its digital partner, Footsteps2Brilliance® are deploying design thinking and innovation to transform how a child experiencing poverty develops learning pathways for school readiness and success through effective literacy apps.

“Since November 2014, children ages 3-5 have read 1.9 million words through our Digital4Literacy program, using the Footsteps2Brilliance app,” said Mialisa T. Bonta, Founder and CEO of Literacy Lab. “The average number of words that are found in a children’s book for ages 0-4 is approximately 50-100 words. Each child has been exposed to the equivalent number of words that are found in 96 books. These children come from low-income or under-resourced households, where many experience book deserts prior to receiving our programs.”

“Literacy Lab’s early learning initiative is a transformative model for the United States. By using Footsteps2Brilliance’s interactive curriculum, Literacy Lab is cost-effectively providing parents with hundreds of eBooks and learning games while teaching them to become their children’s first teacher. Literacy Lab is setting a trend for others to follow by using technology to level the playing field for at-risk children,” said Ilene Rosenthal, CEO of Footsteps2Brilliance®, Inc.

Research shows that the greatest disparity of knowledge among children is the vocabulary gap – the number of words a child knows from birth through third grade. Children from low-income families hear 30 million fewer words before the age of three than their more affluent peers. This problem is compounded by the fact that 61% of low-income children have no children’s books in their homes. Every \$1 dollar spent on quality early education produces a \$14 to \$17 return.

“Developing literacy skills in early childhood can be a critical turning point for underserved youth,” said Jose Gordon, executive director of the Golden State Warriors Community Foundation. “We are delighted to support Literacy Lab and to help promote a wonderful example of Bay Area social innovation.” The Warriors Community Foundation is a founding supporter of Literacy Lab’s Digital4Literacy program.

Literacy Lab received a \$500,000 first prize award from Google’s Bay Area Impact Challenge to support Digital4Literacy. "Google and the Literacy Lab have a shared belief in the power of education and we're happy to support their work to build literacy skills in preschoolers across the Bay Area. We've been impressed by their early efforts as an Impact Challenge grantee and are excited about the bright futures they'll help to create for our littlest neighbors." Jacquelline Fuller, Director of [Google.org](http://Google.org)

**About Literacy Lab:**

Literacy Lab was founded by Mialisa T. Bonta as an affiliate of Bring Me A Book. Literacy Lab’s mission is to create connected and interactive early learning environments by deploying books, digital content and blended learning solutions for under-resourced children, their caregivers, and educators.

**About *Footsteps2Brilliance*<sup>®</sup>:**

*Footsteps2Brilliance*<sup>®</sup>, Inc. is the breakthrough early learning platform that accelerates early achievement by uniting the power of mobile gaming technology with the latest in cognitive research. *Footsteps2Brilliance*<sup>®</sup> provides enticing, interactive, 24/7 learning experiences that digitally link school and home to give students the edge they need for success in school today and the world tomorrow. [www.footsteps2brilliance.com](http://www.footsteps2brilliance.com)