



CITY OF
REVERE
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FOR IMMEDIATE RELEASE

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Revere Launches Model Innovation City:
Utilizes Mobile Technology to Get Children to Read One-Million Words

On Monday, June 16, 2014, Revere Superintendent Paul Dakin and Mayor Dan Rizzo will hold a press conference from 9:00 a.m. to 11:00 a.m. in the City Council Chambers at City Hall (281 Broadway, Revere) to unveil an innovative city-wide early learning reading initiative using smart phones, tablets, and computers. Superintendent Dakin and Mayor Rizzo are challenging all pre-K through 3rd grade children to read one million words by the end of the summer. The city has partnered with Footsteps2Brilliance®, Inc., the inventors of an early learning mobile technology platform that enables Revere to provide libraries of eBooks and educational games to every family with pre-K through 3rd grade students who reside within the Revere zip code.

“There is no single strategy that offers a greater return on investment to Revere than providing early learners and their families with the tools need to learn how to read proficiently by the third grade,” states Dr. Dakin. “I have partnered with Footsteps2Brilliance because they offer a scaled, citywide, educational solution that I have not been able to find anywhere else. Through their platform, I can overnight send libraries of targeted eBooks and educational games to all the families within my jurisdiction, even before they formally enroll in kindergarten. This strategy aligns to my ultimate goal making all Revere students college and career ready.”

“Education is an urban revitalization strategy,” says Mayor Rizzo. “If we look at the future of Revere’s economic potential, we realize that it hinges upon our ability to integrate our diverse and vibrant communities into the educational system at an early age. I commend Dr. Dakin’s foresight in creating a ubiquitous strategy that reaches beyond the four walls of the classroom and launches us into the 21st century.”

“A key issue that our nation faces today is how to get all children reading proficiently by the third grade. Successful readers are exposed to over 3,000 hours of pre-literacy training before first grade. Readers who struggle have been exposed to between 20 and 200 hours. By putting the tools needed into the hands of every family even before their children enter the public schools, Dr. Dakin is leveling the playing field for all Revere students. His leadership is a model for the nation,” stated Ilene Rosenthal, CEO of Footsteps2Brilliance, Inc.

About Revere Public Schools: Revere is an urban community adjacent to Boston to the north. There are 7100 students housed in 11 schools. The student body is diverse with 41% white and 59% non-white; Hispanic is the largest minority population. 52% of the students are from homes where English is their second language. 78% of the students qualify for free or reduced lunch. 80% of Revere High School graduates go on to further education.

About *Footsteps2Brilliance*®: *Footsteps2Brilliance*®, 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*® 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

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