



**For Immediate Release**

Greg Magnuson, Superintendent  
Buena Park School District  
714-736-4241  
[GMagnuson@BPSD.k12.ca.us](mailto:GMagnuson@BPSD.k12.ca.us)

**Buena Park School District Launches Model Innovation City:  
A Free City-Wide Early Learning Literacy Initiative Using Smartphones**

Buena Park, Calif. – October 23, 2015 – Buena Park School District (BPSD) School Superintendent, Greg Magnuson, Mayor Art Brown, and Buena Park Library District Director, Mary McCasland, will hold an Early Learning Literacy Innovation Summit from 9:00 a.m. to 10:30 a.m. PT at Mabel L. Pendleton Elementary School (7101 Stanton Avenue, Buena Park, CA) to unveil a free and innovative city-wide reading initiative using smartphones, tablets and computers.

This transformative literacy effort, which is available in both English and Spanish also supports the White House Initiative on Educational Excellence. Superintendent Magnuson, Mayor Brown, and Library Director Mary McCasland are challenging all Pre-K through 3<sup>rd</sup> grade children to read one million words by the end of the year. BPSD has partnered with Footsteps2Brilliance, Inc., the creators of an early learning mobile technology platform that enables Buena Park to provide—free of charge—libraries of eBooks and educational games to every family with pre-K through 3<sup>rd</sup> grade students who reside within the Buena Park zip code and service areas.

Research shows that the children from low-income families hear 30 million fewer words before the age of 4 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.

“Our District theme: *‘Improving the Lives of our Students and Families’* underscores our commitment to students,” said Superintendent Magnuson. “Since 80% of parents own smart phones or tablets, our Model Innovation City is an innovative way to reach parents and extended families through devices they already own and to connect school and home. We believe that the focus on early learning will help to eliminate the achievement gap and to get our students college and career ready.

“Investing in a citywide early learning initiative is a smart strategy,” says Mayor Brown. “Starting the educational trajectory at an earlier age will create stronger opportunities for our students’ future, which will boost Buena Park’s future economic potential. I commend Superintendent Magnuson’s vision to create a scalable strategy that incorporates the families and community and launches us into the 21<sup>st</sup> century.”

Mary McCasland shares, “We are excited about the opportunity to further enhance the literacy attainment of all our residents in Buena Park by offering a literacy tool that parents and children can access 24/7 in both English and Spanish. Our community will truly benefit from the decision made by the leadership of Buena Park.”

“Superintendent Magnuson’s Model Innovation City is the first of its kind in the Orange County, Southern California area. This unique citywide collaboration will bring the community together to support children around literacy and will serve as an innovative early learning model for the United States,” according to Ilene Rosenthal, Co-Founder & CEO of Footsteps2Brilliance.

###

#### **About Buena Park School District**

The Buena Park School District proudly serves the communities of Buena Park, La Palma, Fullerton, Anaheim and unincorporated areas of North Orange County to provide educational programs to over 5,000 Pre-kindergarten through eighth grade students at its seven schools. [www.BPSD.k12.ca.us](http://www.BPSD.k12.ca.us).

#### **About *Footsteps2Brilliance, Inc.*:**

*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](http://www.footsteps2brilliance.com)