

# **SUNDANCE/NEWBRIDGE** **PRESS RELEASE**

**Editorial Contact:**

**Michael Stugrin**

**(562) 498-6353**

[mstugrin@verizon.net](mailto:mstugrin@verizon.net)

**FOR IMMEDIATE RELEASE**

## **SUNDANCE PUBLISHING INTRODUCES “COMPREHENSION STRATEGIES KIT” FOR RAISING READING ACHIEVEMENT**

**Kit Focuses on Six Research-Proven Comprehension Strategies; Dr. Linda Gambrell, Consulting Author, is Internationally Known Reading Expert and President of the International Reading Association**

Northborough, MA, April 9, 2006 – Sundance Publishing, a leading publisher of instructional materials for the PreK–12 market and a Hights Cross Communications company, has announced the introduction of its Comprehension Strategies Kit. The new program’s consulting author is Dr. Linda Gambrell, Professor of Education at Clemson University and President of the International Reading Association. This innovative reading program is available immediately.

“Just recently introduced to the marketplace, our Comprehension Strategies Kit is generating excitement among elementary reading teachers and curriculum experts,” said Paul Konowitch, Sundance President and CEO. “The Comprehension Strategies Kit’s objective is to help students become strategic, independent readers through emphasizing six comprehension strategies that are based on the findings of the National Reading Panel and current reading research. The kit features highly visual, interactive instructional materials and exciting reading content.”

Materials are focused on helping students develop the six comprehension strategies: monitor and clarify, make connections, visualize, ask questions, infer and predict, and summarize. The kit incorporates fiction and nonfiction leveled text for differentiated instruction (Reading levels 2.0-7.0).

About the Comprehension Strategies Kit’s reading content, Dr. Gambrell says, “Students are going to love working with these texts! The writing is so interesting—so unlike most of the informational/content texts used in schools. Students will really get engaged in reading these texts—just the right length—and packed with real-world knowledge!”

Each complete Comprehension Strategies Kit includes:

- Modeling Transparencies – 36 fiction and nonfiction transparencies to introduce and model each of the six comprehension strategies.
- Interactive Practice Cards – 12 student cards to provide hands-on, guided strategy practice. 12 copies of each fiction and nonfiction card (144 total), plus a set of erasable markers.
- Leveled Student Selections – 36 fiction and nonfiction selections for below-, on-, and above-level readers to practice and apply the strategies independently (6 copies of each selection).
- Teacher’s Guide – provides comprehensive support for teaching and assessing each strategy.
- Resource CD – informal and formal assessment materials, pre- and post-tests to inform teaching and measure growth, 12 take-home readers for independent reading, family letters to foster home/school instruction.

Dr. Linda B. Gambrell is Professor of Education at Clemson University and is former Associate Dean for Research at the University of Maryland. She began her career as an elementary classroom teacher and reading specialist in Prince George's County, Maryland. From 1992-97, she was principal investigator at the National Reading Research Center where she directed the Literacy Motivation Project. She has written books on reading instruction and published over 100 book chapters and articles. Dr. Gambrell earned B.S., M.Ed., and Ph.D. degrees from the University of Maryland, College Park.

**About Sundance/Newbridge Educational Publishing:** Sundance Publishing is a leading publisher of PreK–8 reading instructional materials and books for below-level readers in middle and high school. It also publishes and distributes K–12 paperbacks, literature-based media, and teacher resources. Newbridge Educational Publishing is one of the nation's leading publishers of supplemental materials for teachers of PreK–8. Newbridge creates photo big books across the curriculum and is a leader in nonfiction guided reading in the content areas of social studies, science, and math.

**About Hights Cross Communications:**

Founded in 1997 and based in White Plains, NY, Hights Cross is a leading developer and publisher of products for the kindergarten through twelfth grade, or K-12, supplemental education, library, and medical education markets. Hights Cross imprints include: Sundance/Newbridge Educational Publishing (Northborough, MA), Triumph Learning (New York, NY), Buckle Down Publishing (Iowa City, IA), Options Publishing (Merrimack, NH), Recorded Books (Prince Frederick, MD), and Oakstone Publishing (Birmingham, AL). For more information visit [www.hightscross.com](http://www.hightscross.com).

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Safe Harbor Statement: This press release contains forward-looking statements. In some cases, you can identify forward-looking statements by terms such as “may,” “will,” “should,” “could,” “would,” “expect,” “plan,” “anticipate,” “believe,” “potential,” and similar expressions intended to identify forward-looking statements. These statements reflect our current views with respect to future events and are based on assumptions and subject to risks and uncertainties. These risks, uncertainties, and other factors may cause our actual results, performances, or achievements to be materially different from those expressed or implied by our forward-looking statements. Factors that may cause our actual results to differ materially from our forward-looking statements include, among others, changes in external market factors, changes in our business or growth strategy, or an inability to execute our strategy due to changes in our industry or the economy

generally, the emergence of new or growing competitors and various other competitive factors. In light of these risks and uncertainties, there can be no assurance that the events and circumstances described in forward-looking statements contained in this press release will in fact occur. You should read this press release completely and with the understanding that our actual results may be materially different from what we expect. We will not update these forward-looking statements, even though our situation may change in the future. We qualify all of our forward-looking statements by these cautionary statements.

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