

FREE colour book to teach reading even before turning five

FREE CD-ROM for children to learn by home computer

FREE demonstration at Auckland Showgrounds this Saturday

Now your child can learn to read fluently before starting school

Gordon Dryden will prove it to you this Saturday at free world premiere of *The Reading Revolution*

Early reading made easy

The English language has **550,000** words

But 90% of speech uses **only 2000** words

Only 400 words make up 85% most books

English has only **only 44** sounds

These sounds are spell in **70** different ways. Know those and you can 'decode' any word

We all combine different learning styles (audio, visual, kinesthetic) so children need to see, hear and play with words

Pictures and spoken or written words are only symbols of reality so children learn easily if they see and hear the symbols as they discover the real world

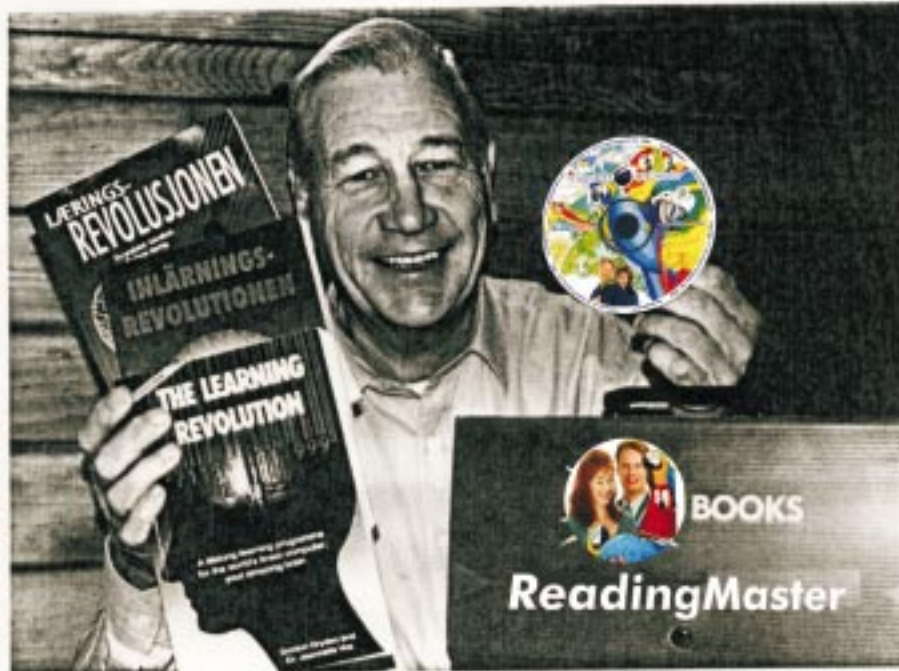
A unique new pre-school learning programme will be released for the first time in the world in Auckland this Saturday. It makes it incredibly easy for a child to learn to read fluently even before starting school.

Auckland author and broadcaster Gordon Dryden — who still reads at least one new book a day — will launch it with two free world premiere presentations in the Logan Campbell Centre at the Auckland Showgrounds.

One is from 10 a.m. to noon. The other from 2 to 4 p.m. Admission free.

The programme is called **ReadingMaster**. It comes in three inter-related parts:

- A full-colour *Reading Revolution* guidebook, subtitled *The easy way to teach your child to read even before starting school*. Co-authors are Gordon Dryden and Denise Ford.
- A **ReadingMaster** gift-packed book set: 19 inter-related, wonderfully-illustrated books that take children through all the sounds, spellings and key words they need to learn to read fluently before starting school. Written by Denise Ford, with a team of colour illustrators.
- A great new interactive CD-ROM* **ReadingMaster**, programme that enables infants to learn to read on a home computer, by experiencing the richness of their language while exploring their world. Devised by Grant Ford and produced by Television New Zealand.



Auckland author Gordon Dryden with copies of the Swedish, Norwegian and New Zealand editions of *The Learning Revolution* — and the new CD-ROM and gift pack of the **ReadingMaster** books, ready for their world premiere at the Epsom Showgrounds this Saturday.

Wanted: 2000 young parents to start a pre-school revolution

Grandparents, investors and top teachers invited, too

Gordon Dryden hopes grandparents, potential investors and "top teachers" will join parents at this Saturday's world premiere in Auckland of *The Reading Revolution*.

Grandparents: Because the *Reading Revolution* book-sets make great presents for children from birth to eight years. And because grandparents can now buy their grandchildren a new home computer and colour printer — complete with a full interactive encyclopedia — for what they would have paid three years ago for a printed encyclopedia by itself.

Potential investors: Because interactive multimedia is the world's fastest-growing industry — "and I believe there are many possibilities for joint ventures."

Good teachers: Because it is now possible to make their work available in interactive form to virtually anyone in the world.

"This has the potential to revolutionise learning methods. We can take the work of the world's top teachers in any subject, link it with the world's best accelerated learning methods, and then link that with interactive technology so the results can be available internationally."

Learning to read can be amazingly simple. With the right "tools", most children can do it easily even before starting school.

And a unique new programme now provides parents with the simple tools to make it even easier — almost as easy as speaking.

That **ReadingMaster** programme is being released in New Zealand this Saturday before it's launched to the rest of the world. It's for children from birth to age eight.

And we're looking for 2000 New Zealand parents to use it and report back on the way it has helped their children. Quite frankly, we want to use their testimonials to help promote a full range of New Zealand *Learning Revolution* products around the world.

In return we offer some special bonuses to the first 2000 families investing in the new reading books. These include a free full-colour *Reading Revolution* guidebook, a free CD-ROM to teach reading by computer (retail price \$99) and a 50% discount on a new child development programme available here by Christmas.

But first some background.

We now know that 50 per cent of our ability to learn is developed in the first four years of life.

That reverses most theories in education. It means parents are the world's most important educators. Children are their own best teachers. Home is the most important 'school'.

The background for this is well documented in *The Learning Revolution*, a 512-page book written two years ago with American accelerated learning specialist Dr. Jeannette Vos.

I've spent most of the time since then working overseas on a complete child development programme.

That research convinces me that any healthy child can now learn to talk, read, write, spell and do basic mathematics even before starting school — by having tons of fun involving all the senses.

That complete *Fundamentals* programme will be released internationally later this year. It includes more than 1000 activities and games that parents can play with young children, including *Phonic Fun* card games, *Key Word Bingo* games, writing templates, maths games and much more.

But we've arranged to launch the key reading part of that package in limited quantities in Auckland this Saturday. That includes two outstanding

by Gordon Dryden co-author of the top-selling international book, *The Learning Revolution*

ing **ReadingMaster** programmes developed by a talented young Auckland couple, Grant and Denise Ford, through their Helios company. One programme is book-based, and the other is designed for interactive use on home computers.

We've now formed The Parent Company to promote them worldwide, starting with two free presentations in Auckland this Saturday.

The 19 first books in the series introduce infants to all the sounds and spelling combinations, and the core words that make up the heart of spo-



Denise Ford and Grant Ford with part of their new **ReadingMaster** programme which will be officially launched at a free world premiere presentation at the Logan Campbell Centre, Epsom Showgrounds, Auckland, this Saturday.

'Unique breakthrough in interactive computer learning'

ken and written English. And the colourful, uncluttered illustrations introduce even young babies to the early concept of reading.

But it is through the interactive CD-ROM computer programme that I believe the Fords have made a quite unique breakthrough.

I have been long convinced that interactive technology will revolutionise learning. And in this new, New Zealand-produced CD-ROM you will see an interactive programme that enables even very young children to discover their language as they explore their world.

On the colour-screen of a home

computer, they're now able to roam through a rainforest, the zoo, African jungles, the Arctic circle, into outer space, and explore the world of pets, ducks, cats, whales, rainbows, the climate and much, much more.

Better still, they can bring that world to life. Click on a bird as you journey through a rainforest, and you will hear the exact sound of its song. Click on a fish and you not only make it quack, you can find other words that use the 'ck' sound.

I believe that it, and the other learning tools to be associated with it, will help establish New Zealand as a major multimedia world learning centre.

To launch that concept, we are giving away the first CD-ROMs completely free to the first 2000 New Zealanders* to invest in *The Reading Revolution* set of early learning books.

And, of course, you will also receive, completely free, a copy of our new full-colour book, *The Reading Revolution*, which is subtitled: *The easy way to teach your child to read even before starting school*.

* For this bonus premiere, we have reserved 2000 sets of books from the first international print-run. More copies will be available in New Zealand in about five to six weeks.

Reading at age two

Michael Ford, of Manurewa, is still only five. But he's already reading at an eight-to-nine-year-old level.

He read his first book around his second birthday — using the methods that have now been developed as the **ReadingMaster** Revolution programme.

Below: with a Helios Sound Reader, written by his mother, Denise.



Parent praise

A few days ago, Denise and Grant Ford received this letter from Peter Kernidge of Mt. Eden, Auckland:

"Thank you for producing the amazing Helios series of books. Our five-year-old Sally loves them, and has wanted to read almost nothing else since we bought them three weeks ago.

"The books are beautifully crafted works of art. They teach about the real world and develop reading skills at a rapid rate. Reading with Sally, I have also learned a lot about whales, planets and many other interesting subjects and about the process by which children learn.

"Well done. The work you have done is inspired."



Flashbooks (at left) present young children with uncluttered, accurate, unmistakable colour pictures from real life, and interesting information about what they are seeing.

Five spiral-bound *Sounds* Flashbooks (at right) use bold words, pictures and spelling-combinations to introduce infants to the 44 basic sounds of English, and the 70 ways those sounds are spelt. Children soon learn that 'm' can be pronounced as in 'cow' and as in 'rainbow'.



Ten *Sounds Readers* (two books for each of the five *Sounds* Flashbooks) use the key English words in illustrated stories that use all the sounds and spelling combinations in high concentration.



Fluffy the Show Cat is the first *Flashbook Reader*. It builds upon the *Cats* Flashbook with an interactive story for reading to young children.

Fluent reading guaranteed or you pay nothing

The Helios **ReadingMaster** programme comes with a 100% guarantee. If you agree to spend at least 10 minutes a day using this material with your child, we guarantee he or she will learn to read before starting school, or it costs you nothing.

If you invest in the Helios books or the **ReadingMaster** CD-ROM through the bonus offers on this page — and they don't do everything we say they will do — then keep the free *Learning Revolution* guidebook and return the rest in reasonable condition, and The Parent Company guarantees to refund your money in full.

Brain-growth demonstration

The importance of early learning is strongly reinforced by latest research on how the brain develops in the first few years of life.

And as part of Saturday's world premiere of *The Reading Revolution* former Irish Olympic pentathlete Jerome Harrigan, his music-teacher wife Sophie, and children from *Jumping Beans* will join Gordon Dryden to demonstrate *Fit for Learning* exercise routines that develop children's brains in other vital ways.

* CD-ROM stands for Compact Disc - Read Only Memory. Effectively it is a computer programme that can store up to 500 books on a compact disc, and you can interact with the pictures and words.

Free world premiere at Logan Campbell Centre, Auckland Showgrounds, this Saturday, Sept. 16, 10 to noon and 2 to 4 p.m.

Entry from Green Lane Road. Parking at Trotting Club, Green Lane Road, Gate D.

To guarantee your free bonuses, fax or mail this form today

If you can't make it to The Logan Campbell Centre for the world premiere of *The Reading Revolution* this Saturday, or if you want to make sure you are in the first 2000 to join *The Reading Revolution*, please tick below the bonus offer you prefer:

Option 1: Please send me *The ReadingMaster* book-set, with its 19 books in the Helios Reading System, at the retail price of \$223. I understand that will entitle me also to the free *Reading Revolution* guidebook, and a free *Reading Revolution* CD-ROM (available in October). **Bonus price: \$223 (plus packing, postage \$6)**

Option 2: Please send me the reading set of 19 books and the free *Reading Revolution* guidebook. **Total bonus price: \$199 (plus p + p \$6)**

Option 3: No books just yet, but please send me, as soon as it is available in October, *The ReadingMaster* CD-ROM plus the free *Reading Revolution* guidebook. **Total bonus price: \$99 (plus p + p \$6)**

Pick-up option: I will collect my order at the Logan Campbell Centre on Saturday, so I enclose payment for only the net amount (nothing for packing and postage)

The Parent Company Ltd., VTR House, 24 Manukau Road, Newmarket. Phone 09 520 7800

The Parent Company, Box 9728, Newmarket, Auckland. Fax 09 520-7194.

Please send me the items ticked at left (please print):

Name _____

Postal address _____

Method of payment:

Cheque enclosed for \$ _____

Charge my credit card, as ticked:

VISA MASTERCARD AMEX DINERS

CARD NO.: _____

EXPIRY DATE: _____ PHONE NO.: _____

Signature _____

Please tick the appropriate box below if you would also like to receive further information:

As a parent, wanting to be on our free Parent Club mailing list.

As a parent or grandparent interested in obtaining the full *Fundamentals* programme at half price — when it is available pre-Christmas.

As an investor interested in the potential of multimedia investments.

As a teacher interested in authoring CD-ROM teaching tools.

If you're interested in a free computer demonstration and lessons.