



## PRESS RELEASE – APRIL 2008

### **Any emergent or struggling reader can *Become a Good Reader!***



With *Become a Good Reader! Six Simple Steps*, teachers have the basic six learn-to-read strategies that early, emergent, and struggling readers must master—all in one handy place!

Terri Heidger and Beth Stevens have conveniently assembled all of the foundational reading strategies in this colorful, easy-to-use step book. Three fun, easy activities for each strategy, tips on “putting it all together,” and a strategy class profile keep teachers organized and take the guesswork out of teaching readers how to “get it.”

“It takes teachers to make instructional research and theory come to life in the classroom. Terri Heidger and Beth Stevens, two dedicated teachers, have teamed up to develop a delightful collection of easy-to-implement instructional strategies and activities that will make teaching reading more effective and learning to read more lively. I have used many of these strategies in my own work with children, and I know they work.”

—**Tim Rasinski, author and professor of literacy education at Kent State University**

#### **About the Authors**

Terri Heidger is a reading specialist and Beth Stevens is a specific learning disabilities teacher. Both work in Sarasota County, Florida, and are partners in The Apron Ladies, an educational company that creates and sells aprons and other unique reading tools. The Apron Ladies are available for professional development at your schools. Contact them at [www.apronladies.com](http://www.apronladies.com) for more information.

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ISBN-13: 978-1-934338-13-1                      MH# 187                      \$9.95                      20 pages  
Trim size: 8.5" x 7"                      Tabbed, step-book format                      80-pound, coated paper

**Audience:** Teachers of Grades PreK-2, Districts

**Marketing Plan:** Ads in national magazines (*Learning*, etc.); Internet sites; author signings and conference appearances; targeted mailings; distribution through educational distributors, catalogs, wholesalers, and Amazon.com.

**Initial Run:** 3,000

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