

PRESS RELEASE

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May 2, 2006

Heinemann-Raintree Launches Acorn, Leveled Nonfiction for Early Readers, at IRA Convention

FOR IMMEDIATE RELEASE

Chicago IL – Library and classroom publisher Heinemann-Raintree launched its new brand of nonfiction for early readers, Acorn, at the International Reading Association's 2006 Convention in Chicago. Acorn books, for grades PreK-1, engage early readers in content area literacy. Titles are available in English and in Spanish, and feature content aligned to science and social studies standards.

"On each title, we've worked in depth with literacy consultants and content experts to develop a product for young readers with strong integrity," explains Tracey Crawford, Executive Editor. Text is carefully matched to pictures, helping readers to identify and understand key vocabulary. Page design and positioning of text are predictable throughout, so readers will always know what to expect.

The books build upon children's background knowledge and make academic content more meaningful by presenting the reader with new and unique contexts through which to understand the subject matter. For example, a series on transportation features basic information on transportation vehicles, but the photographs add a global perspective showing the vehicles being used around the world.

Adds Crawford, "Our goal with these books was to develop a product that helps children learn and explore the world, while also being aware of their literacy needs."

Acorn debuts with 32 titles in 6 new series, with guided reading levels ranging from E to I. All titles will be available this fall in both hardcover and paperback.

About Heinemann-Raintree

Heinemann-Raintree, a division of Harcourt, is a leading publisher of children's nonfiction books, serving schools and public libraries. Our three major imprints are Heinemann Library, Raintree and Heinemann Classroom. All Heinemann-Raintree books feature appropriately leveled text, carefully chosen content, and engaging design. For more information, visit heinemannraintree.com on the web. For more information: Cathleen Ann, Email: Cathleen.ann@hil.com, Phone: 312/324-5292