

SUPER WHY! Reading Camps

What is Super Why!

Super Why! is the only preschool property created to help children learn the fundamentals of reading through interactive storybook adventures. The animated show incorporates literacy skills identified as most crucial to learning to read by the National Reading Panel Report: phonemic awareness, phonics, fluency, vocabulary and text comprehension. The show's characters were specifically created using the National Reading Panel's recommendation. *Alpha Pig*, has alphabet power *Wonder Red* has Word Power, *Princess Presto* brings spelling power and Super WHY! has the power to read. Super WHY!, the title character, brings all of the skills together to teach reading in a sentence structure, while imparting valuable lessons on comprehension and vocabulary.

What are Super Why! Reading Camps?

SUPER WHY Reading Camps extend the series' signature educational approach beyond television and into the community. The interactive storybook camps stimulate literacy/reading readiness for 4-5 year old children. Designed to increase children's learning, the goals of these camps are to motivate children to want to read and play with letters, sounds, and words while building on their enthusiasm for SUPER WHY to help them discover the power of reading. The optimal setting for a Reading Camp is as a follow-on or concurrent session to an existing program. Reading Camps have been presented in a variety of venues with different partners including Head Start and Even Start programs, elementary schools, and early childhood centers.

How do Super Why! Camps Work?

During each 3.5 hour day campers will view the first episode of the series, "SUPER WHY & The Three Little Pigs." Campers will then participate in games and activities that reinforce the reading skill of the day as well as have the opportunity to practice them on line. Day 1: Alpha Pig (letter identification), Day 2: Wonder Red (word families), Day 3: Princess Presto (spelling), Day 4: Super Why (vocabulary and comprehension), and Day 5: Super You (putting it all together). At the end of each day, campers will receive an activity worksheet to take home and complete with their parents and/or guardians. Parent daily review sheets (English/Spanish) are also provided, telling parents what games were played that day and encouraging them to try them at home with their children. Children will receive a certificate when they complete the camp.

Reading camp elements include:

- ½ day Train the Trainer workshop
- Camp materials for up to 25 participants
- Super Why! & The Three Little Pigs episode DVD
- Student activity worksheets to take home daily
- Daily parent review sheets
- 25 Super Why! Camp certificates
- Loan out laptop, projector, and/or screen if available

Super Why! Camp Investment: \$3,000

Super Why! Camp with Facilitator: \$4,000

