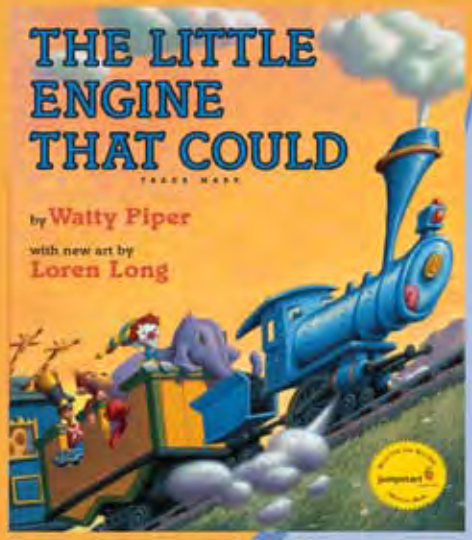
READ FOR THE RECORD
jumpstart

PEARSON NBC AMERICAN EAGLE OUTFITTERS

www.readfortherecord.org



I THINK I CAN…I THINK I CAN

Open Books. Open Minds. Open up Opportunity.

The State of Montana joins Pearson Education and The TODAY Show, Starbucks, Penguin and American Eagle Outfitters as we support early learning through Jumpstart's Read for the Record campaign on August 24, 2006.

You may not know that 1 in 3 children enter school without the skills needed for success. Or that many of these children have never even held a book! Join Jumpstart's corporate sponsors and thousands of Americans in our efforts to help solve this crisis. We're asking adults and young children all across the country to read *The Little Engine That Could* together on August 24 to show support for early learning and the importance of reading with children…and to

Set A World Record.

A Custom Limited Edition of *The Little Engine That Could* with a foreword by Matt Lauer will be available in most Starbucks stores beginning August 1. Matt Lauer will Read for the Record on the TODAY Show August 24 and provide tips for reading with children at www.readfortherecord.org.

Please share this message with your friends, relatives, and colleagues now.

Jumpstart is a national non-profit organization that pairs college students one-on-one with preschoolers from low-income communities to build literacy, language and social skills skills that provide the necessary groundwork for success in school…and in life. Let's all work together to help them with their mission to prepare our children for success in school.

The Custom Limited Edition of *The Little Engine That Could by Watty Piper, with new art by Loren Long,* is funded by Pearson and published by its Penguin Young Readers division. 100% of the sale price will benefit the work of Jumpstart.

Register to read at www.readfortherecord.org, and we will send you a reminder in August.

Honorary Chairperson First Lady Laura Bush