

Letterland in the U.S.

Win-win methodology

We believe we have something to shout about with these new American Teacher's Guides...

"The American edition combines the classic make-believe fun of Letterland with instructional strategies and skills that are firmly based on the most current reading research... I have seen first hand the enthusiasm of teachers and students as well as the impact of this program on their development of vital reading skills."

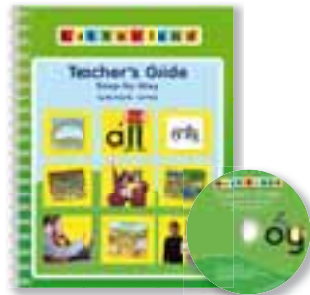
Dr Rebecca Felton PhD, Reading Researcher, Simmons College



Kindergarten

"We saw a year's growth in half a year... The only thing that we saw different in our educational implementation in school was the Letterland curriculum."

Reba Walden, Literacy Coach



Grade One

"This program is not only extremely well thought out, it is highly imaginative and distinctly and usefully memorable."

Dr Bob Schlagal, Reading Department, Appalachian State University, Boone, NC



Grade Two

"Letterland has done it again! The train cars are a perfect way to teach the 6 syllable types with the Letterlanders! Children learn the affixes and syllable division for reading and spelling, too!"

Melanie Sharpe, EC Literacy Specialist

Some specific examples of the successful teaching strategies in the guides:

Letterland gives priority to all-through-the-word blending and segmenting of sounds in a cumulative teaching sequence to ensure a firm phonic foundation for all further word study.



With Live Reading and Spelling, uppercase, songs, artwork, role-play stories and actions for **a-z**, games and other fun activities, children soak up phonic knowledge and use it to become confident readers.



Children learn the kinesthetic strategy of placing the sounds (phonemes) along their arm and riding down the 'roller coaster' to develop blending skills.



They also learn to picture code the letters when learning a new sound or concept, thereby taking personal possession of them. Because the phonic rules are translated into a child-friendly story logic, the children enjoy listening to and retelling them, leading to strengthened speaking skills and a broadened vocabulary.



"You have uncovered some important principles of learning supported by research findings in your efforts to develop Letterland as an effective instructional tool. I am very impressed."

Linnea Ehri, National Reading Panel Member, Professor, City University of New York

Letterland in the U.S.

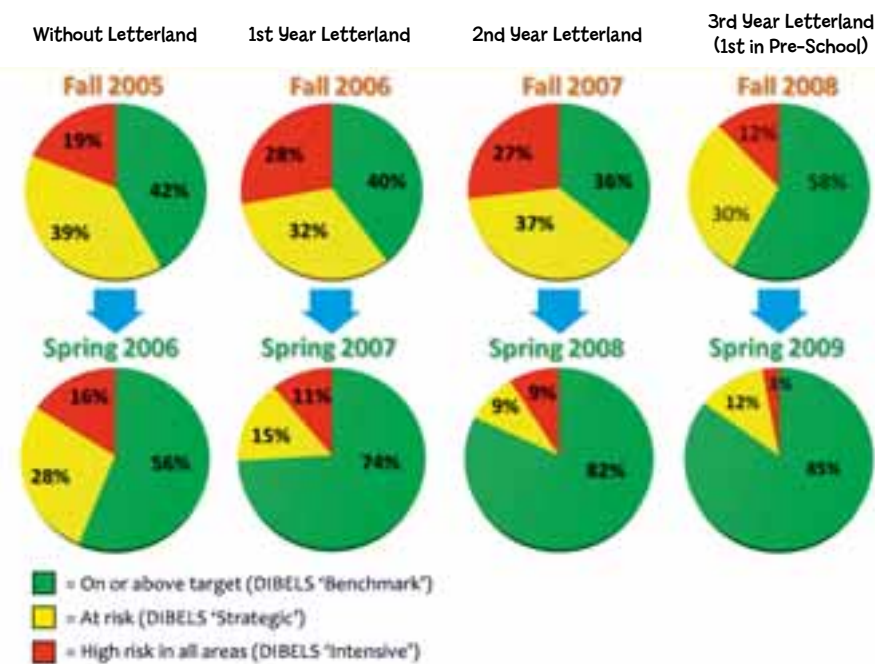
Success with Response to Intervention (RTI) and Curriculum Based Assessment (CBS)

The research-based Teacher's Guides are a perfect fit for RTI and assessment programs such as DIBELS, as follows:

- ✓ Phonemic awareness is taught from Kindergarten through Grade One along with language development phonics, automatic word recognition and fluency.
- ✓ Letterland assessments provide diagnostic information, so you know what to teach children identified as at risk.
- ✓ Instructional plans are provided for whole class, small groups, independent work and for Intervention groups.

Letterland in a Florida public school kindergarten

Study supervised by Rebecca Felton PhD, Adjunct Professor, Simmons College & Liz Crawford MS, CCC-SLP, Director of Interventions Florida Centre for Reading Research. Results measured using DIBELS.



Results of pre-publication three-year trial

"If you visit our schools today you would see it in every Kindergarten class, in every First Grade, and our plan is to have it in every Second Grade classroom in Caldwell County as well... Letterland has tapped into the children's imaginations, into their different learning styles, into the way they like to learn. I would recommend Letterland to any school district, to look at it as a district wide initiative because I think that you'll see the success district wide. Letterland, it's a great place to be."

Dr Steve Stone, Superintendent of Caldwell County Schools, NC



"Looking at the DIBELS scores for this year's class, they started lower than the students in the previous year. So they came in knowing less but we've moved them further in half a year."

Susan Walker, Instructional Facilitator

"When I did some fidelity checks with the teachers I was amazed at how enthusiastic the children still are with Letterland even at the end of the year."

Barbara Fischer, Curriculum Coach

"I have started evaluating the preschoolers who have been exposed to Letterland at the ages of three and four, they know their letters, they know their sounds inside out... and they have high scores in reading when I assess them."

Kate Younger, School Psychologist

"I have used Letterland in my Kindergarten classroom for the last six years. I feel there is no more enjoyable, humane and effective way to teach early years children to read and write."

Terri Schwartz, Kindergarten Teacher

Price list 2011

CODE	TITLE	ISBN	PRICE
Pre-K, Kindergarten, Grade 1, Grade 2 & ELT Resources			
Teacher's Manuals			
EYH	Early Years Handbook	9781862092266	\$43.00
T27	Early Years Handbook (CD)	9781862092556	\$14.99
TGK1	Kindergarten Teacher's Guide Volume 1	9781862095984	\$95.00
TGK2	Kindergarten Teacher's Guide Volume 2	9781862095991	\$95.00
TGG1	Grade One Teacher's Guide	9781862096486	\$125.00
TGG2v1	Grade Two Teacher's Guide Volume 1	9781862097384	\$95.00
TGG2v2	Grade Two Teacher's Guide Volume 2	9781862097995	\$95.00
ELTTG	ELT Teacher's Guide	9781862091832	\$36.00
ELTSBCD	ELT Student Book (CD x 2)	9781862091870	\$25.00
Introduction to Alphabet and Spelling Patterns			
ABC SB	ABC (Paperback)	9781862092228	\$12.00
TB87	ABC (Paperback + Audio CD)	9781862096097	\$16.50
ABC HB	ABC (Hardback)	9781862092211	\$20.00
TB95	ABC (Hardback + Audio CD)	9781862096288	\$24.50
T99	Beyond ABC (Paperback)	9781862093980	\$12.00
TB88	Beyond ABC (Paperback + Audio CD)	9781862096103	\$16.50
T99H	Beyond ABC (Hardback)	9781862093997	\$20.00
TB96	Beyond ABC (Hardback + Audio CD)	9781862096295	\$24.50
TD28	Beyond ABC (Paperback) (New Edition)	9781862097896	\$12.00
TD29	Beyond ABC (Paperback + CD) (New Edition)	9781862097902	\$16.50
TD30	Beyond ABC (Hardback) (New Edition)	9781862097919	\$20.00
TD31	Beyond ABC (Hardback + CD) (New Edition)	9781862097926	\$24.50
TD24	Far Beyond ABC (Paperback)	9781862097834	\$12.00
Software & Sounds			
T23	Alphabet Songs (CD)	9781862091979	\$14.50
T24	Handwriting Songs (CD)	9781862091962	\$14.50
T25	Blends & Digraphs Songs (CD)	9781862091955	\$19.99
T52	Advanced Songs (CD)	9781862093195	\$14.99
ELTAZCD	ELT Alphabet Songs (CD)	9781862091917	\$14.50
T70	Living ABC (Software)	9781862093591	\$89.00
T75	Living ABC Licence (3 User)	9781862093676	\$44.99
T76	Living ABC Licence (5 User)	9781862093683	\$89.99
T77	Living ABC Licence (10 User)	9781862093690	\$179.99
T78	Living ABC Licence (Site Licence)	9781862093706	\$359.99
T80	Living Code Cards (Software)	9781862093713	\$79.00
T83	Living Code Cards Licence (Site Licence)	9781862093775	\$269.99
Student Resources			
RWM	Magnetic Word Builder	9781862097155	\$24.99
T07	A-Z Copymasters	9781862092396	\$49.99
T96	Sentence Copymasters	9781862094222	\$44.99
T18	Early Years Handwriting Copymasters	9781862092501	\$49.99
T17	Word Bank Copymasters	9781862092495	\$44.99
T45	Blends & Digraphs Copymasters	9781862092990	\$49.99
T53	Advanced Copymasters	9781862093201	\$49.99
T06	Early Years Workbooks (1-4)	9781862092389	\$12.00
T20	Early Years Word Book (Pack of 10)	9781862092525	\$29.50
T05	Workbooks (1-4)	9781862092372	\$12.00
T19	Word Book (Pack of 10)	9781862092518	\$29.50
ELTHB	ELT Handwriting Book	9781862091863	\$6.95
ELTSB	ELT Student Book	9781862091849	\$12.50
ELTWB	ELT Workbook	9781862091856	\$6.95
Picture Code Cards			
FC01	First Reading Flashcards	9781862092273	\$10.99
FC02	Second Reading Flashcards	9781862092280	\$10.99
BPC	Big Picture Code Cards	9781862092242	\$42.00
T28	Big Capital Picture Code Cards	9781862091986	\$42.00
VC	Vocabulary Cards	9781862092686	\$45.99
T29	Straight Picture Code Cards	9781862091993	\$36.99
T10	Pre-cursive Picture Code Cards	9781862092419	\$36.99
T80	Living Code Cards (Software)	9781862093713	\$79.00
T83	Living Code Cards Licence (Site Licence)	9781862093775	\$269.99
T44	Advanced Picture Code Cards	9781862092952	\$36.99
G1WCL	Grade One Word Cards (Large)	9781862097353	\$45.50
G1WCS	Grade One Word Cards (Small)	9781862097346	\$15.00
G2WCLv1	Grade One Word Cards (Large) (Volume 1)	9781862097377	\$35.50
G2WCSv1	Grade Two Word Cards (Small) (Volume 1)	9781862097360	\$10.00
G2WCLv2	Grade One Word Cards (Large) (Volume 2)	9781862097933	\$35.50
G2WCSv2	Grade One Word Cards (Small) (Volume 2)	9781862097940	\$10.00
Classroom Posters			
AF01	Alphabet Frieze	9781862092235	\$9.99
T04	Class Train Frieze (Pre-cursive)	9781862092365	\$29.99
T04S	Class Train Frieze (Straight)	9781862092969	\$29.99
T22	Action Tricks Poster	9781862092549	\$15.00
T31	Vowel Scene Posters	9781862092822	\$27.99
G2SP	Six Syllable Types Poster	9781862097704	\$15.00

Letterland Library			
Picture Books			
TB87	ABC (Paperback + Audio CD)	9781862096097	\$16.50
TB95	ABC (Hardback + Audio CD)	9781862096288	\$24.50
TD29	Beyond ABC (Paperback + CD) (New Edition)	9781862097902	\$16.50
TD31	Beyond ABC (Hardback + CD) (New Edition)	9781862097926	\$24.50
TD24	Far Beyond ABC (Paperback)	9781862097834	\$12.00
T42	Who's Hiding ABC Flap Book	9781862092907	\$12.00
T13	First Picture Word Book (Paperback)	9781862092440	\$12.00
T13HB	First Picture Word Book (Hardback)	9781862092457	\$20.00
T14	Alphabet of Rhymes (Paperback)	9781862092464	\$12.00
T11	Alphabet Adventures	9781862092426	\$12.00
T41	Bedtime Stories	9781862092891	\$12.00
T64	Alphabet Tales	9781862093546	\$15.00
Readers			
TC78	Letterland Stories – Level 1	9781862097247	\$9.99
TC79	Letterland Stories – Level 2	9781862097254	\$9.99
TC80a	Letterland Stories – Level 3a	9781862097261	\$9.99
TC80b	Letterland Stories – Level 3b	9781862097391	\$9.99
T93	Vowel Readers – Red Series	9781862094024	\$30.99
T94	Vowel Readers – Blue Series	9781862094031	\$30.99
T95	Vowel Readers – Orange Series	9781862094048	\$30.99
TB10	LL Storybook Set (Hardback Pack of 20)	9781862095281	\$170.00
Board Books			
T48	My ABC Board Book	9781862093041	\$12.00
T32	In the Jungle (Board Book)	9781862092570	\$7.99
T33	Under the Sea (Board Book)	9781862092587	\$7.99
TD21	My ABC of Animals	9781862097742	\$12.00
TD22	My ABC of Actions	9781862097759	\$12.00

Letterland at Home			
Activity Books			
TD01	My First Handwriting Activity Book	9781862097414	\$6.95
TD02	My First Reading Activity Book	9781862097421	\$6.95
TD03	My First Alphabet Activity Book	9781862097438	\$6.95
TD04	My First Rhyming Activity Book	9781862097445	\$6.95
TD05	My Second Handwriting Activity Book	9781862097452	\$6.95
TD06	My Second Reading Activity Book	9781862097469	\$6.95
TD07	My Second Alphabet Activity Book	9781862097476	\$6.95
TD08	My Second Rhyming Activity Book	9781862097483	\$6.95
Sticker Books			
T38	First Sticker Dictionary	9781862092723	\$6.95
T16	Fun-to-Find Sticker Book	9781862092488	\$6.95
TD20	Harry Hat Man's Holiday Activity Book	9781862097544	\$6.95
Cookery & Craft Books			
T86	Letterland Cookbook	9781862093935	\$10.99
TB97	Things to Make & Do	9781862096332	\$10.99
Software			
T70	Living ABC (Software)	9781862093591	\$89.00
T80	Living Code Cards (Software)	9781862093713	\$79.00
T90	ABC Adventures (Software)	9781862093966	\$29.99
Handwriting Practice			
TC74	Handwriting Practice 1	9781862097209	\$6.95
TD23	Handwriting Practice 2	9781862097766	\$6.95

Additional Resources			
Flashcards & Puzzles			
FC01	First Reading Flashcards	9781862092273	\$10.99
FC02	Second Reading Flashcards	9781862092280	\$10.99
T49	Rhyming Flashcards	9781862093058	\$10.99
T65	Sammy Snake's Snap	9781862093553	\$10.99
T68	Giant Alphabet Puzzle	9781862093584	\$24.99
T92	Lucy Lamplight's Lotto	9781862094017	\$24.99
TB85	ABC Audio Book CD	9781862096073	\$14.50
TD32	Beyond ABC Audio CD (New Edition)	9781862098046	\$14.50
CDs & DVDs			
T40	Action Songs (CD)	9781862092792	\$18.50
V10DVD	Once Upon a Time (DVD)	9781862093102	\$22.50
V8DVD	Dippy Duck Detective (DVD)	9781862094246	\$22.50
V9DVD	Letterland Christmas Story (DVD)	9781862094239	\$22.50
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T09	New Magnetic Letters	9781862091931	\$8.95
T30	Class Alphabet Poster	9781862092563	\$10.00
T67	Adventure Posters	9781862093577	\$13.99
T21	Alphabet Stickers (10 Sheets)	9781862092532	\$12.00
T46	Merit Stickers (10 Sheets)	9781862093003	\$12.00
T88	Alphabet Desk Strip (Pack of 10)	9781862093973	\$14.99
T47A	Going to the Park (Pack of 6)	9781862093010	\$39.99
T47B	Bouncy Ben Goes Shopping (Pack of 6)	9781862093126	\$39.99
T47C	What Shall We Do Today (Pack of 6)	9781862093133	\$39.99
T47D	Let's All Go to the Seaside (Pack of 6)	9781862093140	\$39.99
TB89	Height Chart	9781862096301	\$9.50