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**FOR IMMEDIATE RELEASE**

### **McAllen ISD incorporates personalized literacy in 1:1 program**

*District adds myON to over 17,000 student iPads*

MINNEAPOLIS – October 14, 2014 – [McAllen Independent School District](#) (MISD) in McAllen, Texas, is placing literacy as a top priority by implementing myON to provide students with 24/7 access to over 7,000 books. MISD, a recognized leader for their 1:1 initiative, saw [myON](#)'s digital library as a crucial element to increase reading engagement, excitement about reading and overall student Lexile growth.

District administrators opted to deploy myON to all 20 elementary and 7 middle school campuses, giving students full access to myON's extensive library. MISD saw the platform as a perfect fit to support students at all reading levels, as well as their growing ELL population. The district began using myON 15 months ago, seeing huge gains in reading at the four campuses that had access, pushing them to expand the use of myON.

“We take literacy extremely seriously at MISD, however we believe that making reading fun and engaging is critical to our students' reading and overall academic growth,” says Brenda Huston, MISD's Library/Media Coordinator. “In addition to the platform's personalization and customization features, the fact that our students are able to read books wherever they are, even without access to the Internet, was a huge factor in our decision to choose myON for our students. It has been extremely rewarding watching our students further embrace reading and taking ownership of their own academic success.”

“A solid academic foundation lies in a student's ability to understand what it is they are reading. We are thrilled to provide so many students within MISD a platform that will get them excited about reading, as well as continue to nurture growth,” commented myON President, Todd Brekhus. “Since the start of school this year, we have already seen over 60,889 books read by MISD students, and are excited to be a part of their continued success moving forward.”

Since implementing myON's [personalized literacy platform](#), MISD has used the anytime, anywhere capabilities to promote student reading through a number of fun and engaging literacy campaigns such as reading contests and myON Pajama Day. District leaders look at this as another integral piece to the overwhelming success of their 1:1 iPad initiative.

For more information on myON's award-winning personalized digital literacy platform, please visit them online at [www.myON.com](http://www.myON.com).

#### **About myON**

myON, a business unit of Capstone is a personalized digital literacy platform that creates collaborative learning opportunities. myON expands the classroom for teachers and students by providing unlimited access to the largest collection of more than 7,000 enhanced digital books with multimedia supports, real-time assessments and close reading tools. myON empowers students and teachers with real-time, actionable data—number and type of books opened and read, time spent reading, results of regular benchmark assessments, and more—based on

embedded Lexile assessments that measure student reading growth. With myON, every student experiences the benefits of personalized literacy instruction.

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