



Press Contact:
Jacob Hanson
PR with Panache!
jacob@prwithpanache.com

FOR IMMEDIATE RELEASE

Summer Slide Not So Slippery for myON Summer Reading Challenge Students *myMAGICALSummer reading challenge winners announced*

MINNEAPOLIS – October 27, 2014 – [myON](#), the leading provider of personalized literacy solutions for schools, held its [myMAGICALSummer](#) reading contest from May 12th to August 25th 2014. The results are in, and myON is proud to announce the winning school and students who read the most books as a collective campus and individual readers.

The summer reading contest was designed to minimize the summer slide while motivating students to find the magic in reading. Summer break is the perfect opportunity to continue exciting and engaging kids in reading.

myON awarded the top school that read the most number of books as well as four individual students who spent the most time reading over the summer. The top elementary school, [Pershing Elementary School](#) of Berwyn South School District 100 in Berwyn, Illinois, received a special myON banner that promotes reading, myON backpacks for every student as well as \$500 dollars to be used as the school saw fit.

“I am overwhelmingly proud of the perseverance of our students as they develop as readers. I’m equally proud of the commitment that our staff and parents provided to our students this summer so there would be no summer reading lag. Our students love the wide variety of genres available on myON. Accessibility to good literature coupled with supportive adults was the key to our students’ summer reading success!” said Marilyn McManus, principal of Pershing Elementary School.

“The Pershing School community should be commended for their unwavering commitment to literacy. Through their involvement in our Virtual Summer School program and myON’s National Summer Reading Contest, they were able to challenge the notion that the “summer slide” is inevitable. It makes me proud, as Literacy Director, that students who may not have otherwise had access to high-quality reading material were able to access a library of over 4,000 books this summer,” said [Berwyn South School District](#)’s Director of Literacy, Jeremy Majeski.

The student portion of the reading contest was broken up by grade level: Pre K-5 and 6-up. The student from the Pre K-5 group that spent the most time reading, Kevin P. from Sunset Park Elementary School, in Florida, and the winning student from the 6-up group, Edneisha B. from Turner/Bartels K-8 School in Florida, were each awarded an iPad, while a runner-up from each bracket, Nathan Z. from Annette Winn Elementary in Georgia (Pre K-5), and Schlindlyne B – Turner/Bartels K-8 School in Florida, were each given an iPad mini.

“It’s great to see so many young people discovering their excitement for reading, especially over the summer,” said Todd Brekhus, president of myON. “Literacy is the

foundation of all academic success. Each child reading on myON is given the tools to truly personalize their experience, reading what interests them and at a level that challenges them to be a better reader. Using fun and engaging contests, like *myMAGICALsummer*, is another great opportunity to get kids excited about reading.”

myON has more than 7,000 titles kids can enjoy anytime and anywhere on the award-winning [digital literacy platform](#). For more information, please visit 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.

###