



Hooked on Phonics: **A Balanced Approach Combining Essential Skills with Learning Fun**

We all want our children to be happy, successful, well-rounded kids. With that goal in mind, our mission at Hooked on Phonics® is to create educationally sound tools that are fun for kids and easy for parents to measurably improve their children's learning and help them reach their full potential. Our products are expressly designed to build children's confidence and ensure success.

Hooked on Phonics content is based on current research about how children learn best,

- developed with the help of leading educators,
- tested with kids,
- interactive and fun,
- presented in colorful, vibrant, visually appealing ways.

How Our Products Work.

Over two million families and thousands of schools have turned to Hooked on Phonics® products because of our unique, proven learn-practice-play approach. We provide children with bite-sized pieces of new information in every lesson so they are able to master each new concept and achieve success every night.

The easy-to-follow learn-practice-play approach works like this:

Learn new skills or concepts.

Practice the concept until it is mastered.

Play fun games or read great books to apply and reinforce new knowledge.

Children learn at their own pace, mastering each new skill before they move on to the next. Practicing and reinforcing new skills is designed to be fun, and every experience ends with a celebration.

Understanding Phonics.

Phonics is the association between the letters in our alphabet and the sounds in our spoken language. Research shows that a strong understanding of the relationship between letters and sounds helps children learn to read. That's because the sounds letters make are the building blocks of words. For example, by combining the sounds made by the letters **c**, **a**, **t**, children can read *cat*. When kids learn to recognize letter sounds and combine them to read words, they are developing fundamental skills they need for learning to read.

It is well established that understanding the relationship between letters and sounds is an essential step in learning to read, and that exposure to reading helps reinforce these fundamental skills. Hooked on Phonics programs combine practice in decoding and pronouncing words with reading books to allow children to use these crucial skills in reading for meaning and enjoyment.