



## FOR IMMEDIATE RELEASE

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## **Students Create Crazy Creatures and Cause Storms with New Language Arts Products from Educational Insights**

*New products target test prep, phonics and word formation*

RANCHO DOMINGUEZ, Calif., March 31, 2008 – To address the need to prepare students for success on the standardized tests required by No Child Left Behind (NCLB), and to ensure students achieve comprehension in literacy, Educational Insights has introduced several new reading and language products. They include Make-A-Monster Language Arts Test Prep Games, Stick-to-it! Phonics, and Word Storm.

“Given the testing requirements of NCLB, and the challenge of succeeding in literacy, Educational Insights has brought its expertise to bear in creating a series of products that deliver an engaging, hands-on learning experience in these two important areas,” said Mark Mallardi, Vice President of Marketing at Educational Insights.

### **Make-A-Monster Language Arts Test Prep Games (Ages 8 to 10)**

In these monster-building games, students are given the practice they need to succeed on language arts standardized tests. As players correctly answer “test prep” questions, they collect monster parts and attach them to their monster stands. The first player to complete one of these funny, mismatched monsters is the winner. Each game includes four 10-inch-high segmented monsters (each monster is divided into five body parts – a head, a torso, two arms, and a pair of legs), four monster stands in four colors with clear support rods, 200 “test prep” question cards, a monster spinner, and a monster answer key.

EI-2800 Make-A-Monster Grade 3 MSRP \$29.99

EI-2801 Make-A-Monster Grade 4 MSRP \$29.99

EI-2802 Make-A-Monster Grade 5 MSRP \$29.99

(more)

### **Stick-to-it! Phonics Games (Ages 5+)**

These new toss-and-learn phonics games help students learn phonics in a fun fashion. With a self-stick ball in hand, students take aim at consonants, short vowels and long vowels on double-sided cloth game boards. The students then identify what their ball has landed on, say it aloud, provide a rhyming word, or answer any of a dozen questions about it. Each phonics game has its own theme: fish consonants in the sea, pepperoni short vowels on a pizza pie, or long vowel popcorn kernels in a bucket. Game boards include letters on one side and pictures on the reverse side. The sets include a double-sided cloth game board, two self-stick game balls, and a game guide filled with activities.

EI-2945 Stick-to-It! Consonants \$34.99

EI-2946 Stick-to-It! Short Vowels \$34.99

EI-2947 Stick-to-It! Long Vowels \$34.99

### **Word Storm (Ages 8+)**

For word wizards, Word Storm is a tile-grabbing, crossword-style race game full of fun. Playing at the same time, anywhere from 2 to 8 players build words vertically and horizontally using letters drawn from a pile. As the crosswords grow, players can rearrange them at any time. The first player to correctly complete a crossword wins. Teaching word formation, problem solving and strategic thinking, Word Storm is an ideal challenge to master in order to build vocabulary skills. The Word Storm game includes 100 letter and “wild” tiles, a game board, a score pad, and an instruction guide.

EI-2916 Word Storm \$29.99

### **About Educational Insights**

**Educational Insights, Inc.**, a subsidiary of Learning Resources, has, for nearly 50 years, brought to market award-winning educational products that engage, entertain, and educate. The design and development of the company’s products is spearheaded by an editorial team of seasoned, professional educators. This, coupled with the fact that the company’s products are in use in virtually every elementary school throughout the nation, insures the highest design and instructional integrity in all of the company’s offerings. The company’s product lines include educational toys and games, test prep systems, classroom resources, and electronic learning aids. Educational Insights’ products are available through specialty toy stores, teacher supply stores, and educational dealers everywhere.

For more information, or to receive a free catalog, call 1-800-995-4436 or visit the Web site at [www.educationalinsights.com](http://www.educationalinsights.com).

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