

# NEWS RELEASE

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For Immediate Release

## ***Benchmark Literacy Named to Readers' Choice Top 100 Products for 2014 by District Administration Magazine***

**NEW ROCHELLE, NY, Dec. 8, 2014** -- Benchmark Education Company announced that its ***Benchmark Literacy*** program for schools was recognized for making a positive difference in education by District Administration Magazine. School leaders voted for their favorite product, resulting in the program being named a winner in District Administration Magazine's "Readers' Choice Top 100 Products for 2014."

***Benchmark Literacy*** is an innovative, research-proven comprehensive literacy program for students in grades K–6 that addresses new rigorous state standards using the gradual-release model and state-of-the-art technology tools. Developed to meet the needs of differentiated student populations, Benchmark Literacy provides an array of instructional resources including phonics and word study modules, precisely leveled books, formal and informal assessments, customized training, interactive e-books, and digital teacher resource systems.

The winners, selected by District Administration's editors from a record 2,400-plus product entries, received the highest number of nominations and best descriptions from K–12 leaders. The Readers' Choice Top 100 has just been announced online and in the December 2014 issue of District Administration.

"We are very proud that Benchmark Literacy has received such a high honor from District Administration," said Tom Reycraft, President of Benchmark Education. "Developed by educational experts, our core literacy program has been scientifically tested in diverse student populations, and each time has demonstrated its effectiveness."

One study involved students in grades K–6 in the Fairfax County Public Schools in Virginia over the 2011–12 and 2012–13 school years. Principal Brendan P. Menuey, Ed.D., of Lake Anne Elementary School in Fairfax County Public Schools said, "With ***Benchmark Literacy***'s emphasis on nonfiction reading and vocabulary, DRA reading growth more than doubled for our Title I and ELL students compared to the previous year. This improvement carried over to the state reading test, where the percentage of

‘Proficient’ students in grades 3–5 exceeded the state average by 11 percent, compared to only 1.8 percent last year.”

Dave Orlowsky, district data and testing administrator for the Shakopee School District in Minnesota also noted the effectiveness of *Benchmark Literacy*. "We had a really positive gain at the elementary level, which could be because last year the elementary rolled out a *Benchmark Literacy* Program," said Orlowsky. "For instance, third through fifth graders scored 69 percent proficient in reading in 2014, compared to 60.9 percent in 2013. We want to get better every year, so when we see movement in that direction it's a positive thing."

Headquartered in New Rochelle, NY, Benchmark Education Company is a leading publisher of K–12 core, supplemental, and intervention literacy resources in English and Spanish. These resources are supported by instructional technology solutions as well as on-site and online customized professional development training for teachers and administrators. Benchmark print and online resources are differentiated to support all learners in all settings and are research-based and proven. In addition to extensive educational use in the USA, they are also used in schools and training centers in the Middle East, Canada, South America, and Asia. Contact BEC at (877) 236-2465 or visit [www.benchmarkeducation.com](http://www.benchmarkeducation.com).