

# News Release

## K-12 students get set to 'Read the Most Coast to Coast' February 28

**February 14, 2014, Wisconsin Rapids, Wis.** — Hundreds of thousands of students nationwide will make reading a celebrated event on February 28. More than 30,000 K-12 educators have registered for their students to take part in Renaissance Learning's 3<sup>rd</sup> annual "Read the Most Coast to Coast" challenge.

The nationwide event calls for students to join in a collective effort to top last year's record of **4,409,622** Accelerated Reader Quizzes taken in one day. On February 28, every quiz passed becomes a score for the nation. Renaissance Learning will track and share progress in real time on a live ticker at [www.renaissance.com/read-the-most](http://www.renaissance.com/read-the-most).

"Read the Most Coast to Coast brings students together for a fun, one-day event that encourages valuable reading practice in all content areas," said Renaissance Learning Chief Executive Officer Jack Lynch. "The tremendous participation across all grade levels demonstrates how technology can bring new enthusiasm to learning, while providing educators with critical, immediate feedback on progress."

Accelerated Reader is the most widely used independent reading practice program in U.S. schools. Students read books at personalized reading levels to facilitate growth and then take web-based quizzes to measure their comprehension. Accelerated Reader provides immediate feedback for both students and educators, enabling educators to easily monitor reading progress and growth. Accelerated Reader provides access to more than 160,000 quizzes, nearly half of which are non-fiction books.

Several award-winning children's book authors, including Louis Sachar, Gary Paulsen, Doreen Cronin and Rick Riordan have donated signed books as prizes for the event. The prizes are awarded to educators in random drawings held throughout the day.

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### About Renaissance Learning

Renaissance Learning is a leading provider of cloud-based assessment, teaching and learning solutions that fit the K12 classroom, raise the level of school performance and accelerate learning for all. By delivering deep insight into what students know, what they like and how they learn, Renaissance Learning enables educators to deliver highly differentiated and timely instruction while driving personalized student practice in reading, writing and math every day. Renaissance Learning leverages top researchers, educators, content-area experts, data scientists and technologists within a rigorous development and calibration process to deliver and continuously improve its offerings for subscribers in over one-third of U.S. schools and more than 60 countries around the world.