

## For Immediate Release

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## Free Early Childhood Texting Program Offered to Minnesota Parents - Text messages to boost a child's learning & encourage parent engagement-

Parents of young children in Minnesota are invited to sign-up for Think Small ParentPowered Texts. This FREE program provides families with fun facts and easy tips to help build a child's school readiness skills. Parents who participate will receive text messages developed by educational researchers offering suggestions on ways to promote their child's social-emotional learning, literacy, health and math skills to help get them ready for kindergarten.

Parent engagement is key in early childhood. Think Small ParentPowered Texts aim to keep families connected by providing ideas that are easy to achieve. Parents who sign up will receive three text messages each week covering different areas of a child's development. These Fact, Tip and Growth text messages will build on activities that families are already doing, like getting ready for school, eating meals, or going to the store.



Research shows that when parents use this program, their children are more prepared for kindergarten. Built on studies out of Stanford University, researchers found the ParentPowered text approach increased family involvement at home and school, ultimately leading to child learning gains (York & Loeb, 2014). And because 90% of brain development occurs in those crucial first five years, it's never too early to start! The text messages are designed for parents of newborns through age 5 and are based on a child's birthdate, ensuring all messages are developmentally appropriate.

Text messages are currently available in English and Spanish. Sign up by texting TS to 70138 (English) or TS ESP to 70138 (Spanish). To sign up online, get more information, or read the terms and conditions, visit [ThinkSmall.org/texts](http://ThinkSmall.org/texts). Again, it's free to sign up and there are no ads connected with the program.

*Think Small ParentPowered Texts is a partnership of Think Small, a nonprofit that works to advance the quality care and education of children in their early years; Generation Next, a coalition of civic, business and education leaders from across Minneapolis and Saint Paul dedicated to closing achievement and opportunity gaps; and ParentPowered, a public benefit corporation dedicated to creating simple tools for great parenting.*