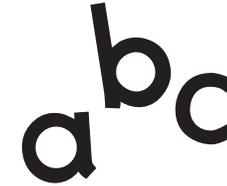


### What is Letterland?

Letterland is a unique, phonics-based approach to teaching reading, writing and spelling to 3-8 year olds. The Letterland characters transform plain black letter shapes into child-friendly pictograms and they all live in an imaginary place called Letterland.

Simple stories about the Letterland characters, explain the full range of dry phonics facts so that children are motivated to listen, to think and to learn. These stories build to explain letter sounds & shapes, allowing children to progress quickly to word building, reading and writing.



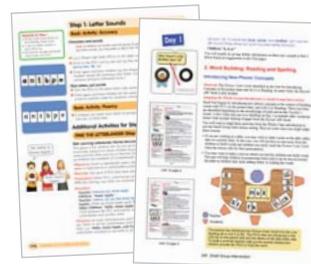
Abstract letter shapes are transformed into motivating and engaging pictogram characters.

These colourful pictograms provide memory hooks for all the letter shapes and sounds.



### Why Letterland?

- ✓ **We are child-friendly**  
Letterland taps into children's imagination making learning fun and easy to remember. Just start to say any Letterlanders name for the correct letter sound.
- ✓ **We correlate to Common Core Standards**  
The Letterland K-2 program correlates directly with the educational standards currently adopted by 45 states. For more details see: [www.letterland.com/products/school-usa](http://www.letterland.com/products/school-usa)
- ✓ **We provide Response to Intervention (RTI)**  
Letterland provides high quality small group intervention plans (included in all *Teacher's Guides*) to enable you to help your struggling readers reach success.



- ✓ **We are systematic, synthetic phonics**  
'Synthetic phonics' refers to the blending of sounds together to make a word. Letterland also provides comprehensive support for explaining the change in sounds associated with different spelling patterns.
- ✓ **We are backed by research**  
Teaching phonics with characters and actions is supported by solid research findings. All Letterland strategies are aligned with the latest scientific evidence and recognized best practices.
- ✓ **Letterland works!**  
Letterland has been successfully helping children to read, write and spell for over 45 years in over 111 countries. Don't just take our word for it! Take a look at: [www.letterland.com/testimonials](http://www.letterland.com/testimonials)

*"Letterland is the most effective of all the synthetic phonics programs for children that I have observed or worked with. This program is not only extremely well-thought out, it is highly imaginative and distinctly and usefully memorable."*  
- **Bob Schlagal, Ph.D., Professor of Reading**

### Letterland teaching scope



#### Pre-K

The Letterland Pre-K teaching level provides children with a solid foundation for learning to read, write and spell.

##### Overview

- Actions for each letter
- Songs & rhymes
- Activities for each letter
- Handwriting
- Speaking & listening
- Vocabulary development
- Alliterative words
- Phonemic awareness

##### Teaching Scope

- Letterland who's who **a-z**
- Letter sounds & shapes **a-z**
- Capital shapes **A-Z**
- Long vowels **a, e, i, o, u**



#### Kindergarten

The Letterland Kindergarten teaching program features a two-volume *Teacher's Guide* that provides teachers with day-by-day support and complete lesson plans.

##### Overview

- Phonemic awareness
- Alphabet immersion
- Blending and segmenting
- High-frequency sight words
- Assessments
- Intervention activities

##### Teaching Scope

- Fast track (6 weeks or less!): Linking **a-z**
- Word building: **a, e, i, o, u, ch, ck, sh, th, ng**
- Onset and Rimes, Word Families with short **a, e, i, o, u**
- Consonant Blends: **bl, cl, fl, gl, pl, sl, br, cr, dr, fr, gr, pr, tr, sc, sk, sp, st, sm, sn, sw**
- Long vowels and Silent Magic **e: a-e, e-e, i-e, o-e, u-e, he, me, she, no, go, my, fly, etc.**
- Vowel Men Out Walking: **ai, ay, ea, ee, oa, ie, ue**
- **r**-controlled Vowels: **ar, er, ir, or, ur**



#### Grade One

The Letterland Grade One program enables you to follow the systematic Letterland sequence or match the sequence of your curriculum, it's that flexible!

##### Overview

- Systematic instruction
- Interactive lessons
- Multi-sensory learning
- Decodable stories
- Fluency focus
- Assessment to ensure mastery
- Proven intervention plan

##### Teaching Scope

- Word Families: **ad, am, ell, et, ick, etc.**
- Consonant Blends: **sk, gr, bl, -nd, -st, etc.**
- Silent Magic **e: a-e, e-e, i-e, o-e, u-e**
- Soft **c** and Soft **g**
- Long Vowel Teams: **ai, ay, ee, igh, etc.**
- **r**-controlled Vowels: **ar, er, ir, or, ore, oor, etc.**
- Diphthongs and **oo: ou, ow, oi, oy**

- Contractions/apostrophes
- Prefixes and Suffixes: **re-, un-, -ed, -ing, -ful, ly**
- Comparative Endings: **er, est**



#### Grade Two

The Letterland Grade Two program provides fresh support for your children's second school year in their journey to full literacy.

##### Overview

- Focus on word structure & syllabification
- Prefixes & suffixes
- Fluency focus
- 'Readers Theater' plays with comprehension activities
- Motivational word games
- Assessment and intervention

##### Teaching Scope

- Review of all Grade One concepts in more challenging words
- Consonant doubling in multi-syllable words
- The six types, syllable division
- Variant plurals, silent letters **dge, tch, kn**
- **ce, ge, y-i** before **ed/es**
- **oo** (boot), **oo** (foot), **ea** (head), **ew, aw, au**
- **air, ear, ore, oor, our**

- **-ve, -er, -est**
- **gh** (f), **tion, ture**



### How to order

**Orders to:**  
**Enfield Distribution Co.**  
PO Box 699, Enfield,  
New Hampshire, 03748, USA  
**Toll Free (USA):** 877-LETTERL  
(877-538-8375)  
**Fax:** +1 (603) 632 5611  
**Email:** [usinfo@letterland.com](mailto:usinfo@letterland.com)  
**Web:** [www.letterland.com](http://www.letterland.com)

**Sales enquiries:**  
**Cat Rutledge**  
Independent Sales Rep  
Rutledge Educational Resources  
231 Grey Road, Davidson  
NC 28036, USA  
**Phone:** (704) 996 - 9010  
**Email:** [catrut@bellsouth.net](mailto:catrut@bellsouth.net)

### Letterland at home

Did you know there is also a range of home learning products designed to support and reinforce what children learn at school?



See [www.letterland.com/products/home](http://www.letterland.com/products/home) for a full list or email [usinfo@letterland.com](mailto:usinfo@letterland.com) to order a free Parent's Leaflet.

ZM517



Sign up to the Letterland newsletter for free downloads, teaching tips and competitions: [www.letterland.com/information/newsletter](http://www.letterland.com/information/newsletter)

#### Product advice & support:

UK Head Office  
Letterland International  
Tel: +44 (0)1223 262 675 Email: [info@letterland.com](mailto:info@letterland.com)

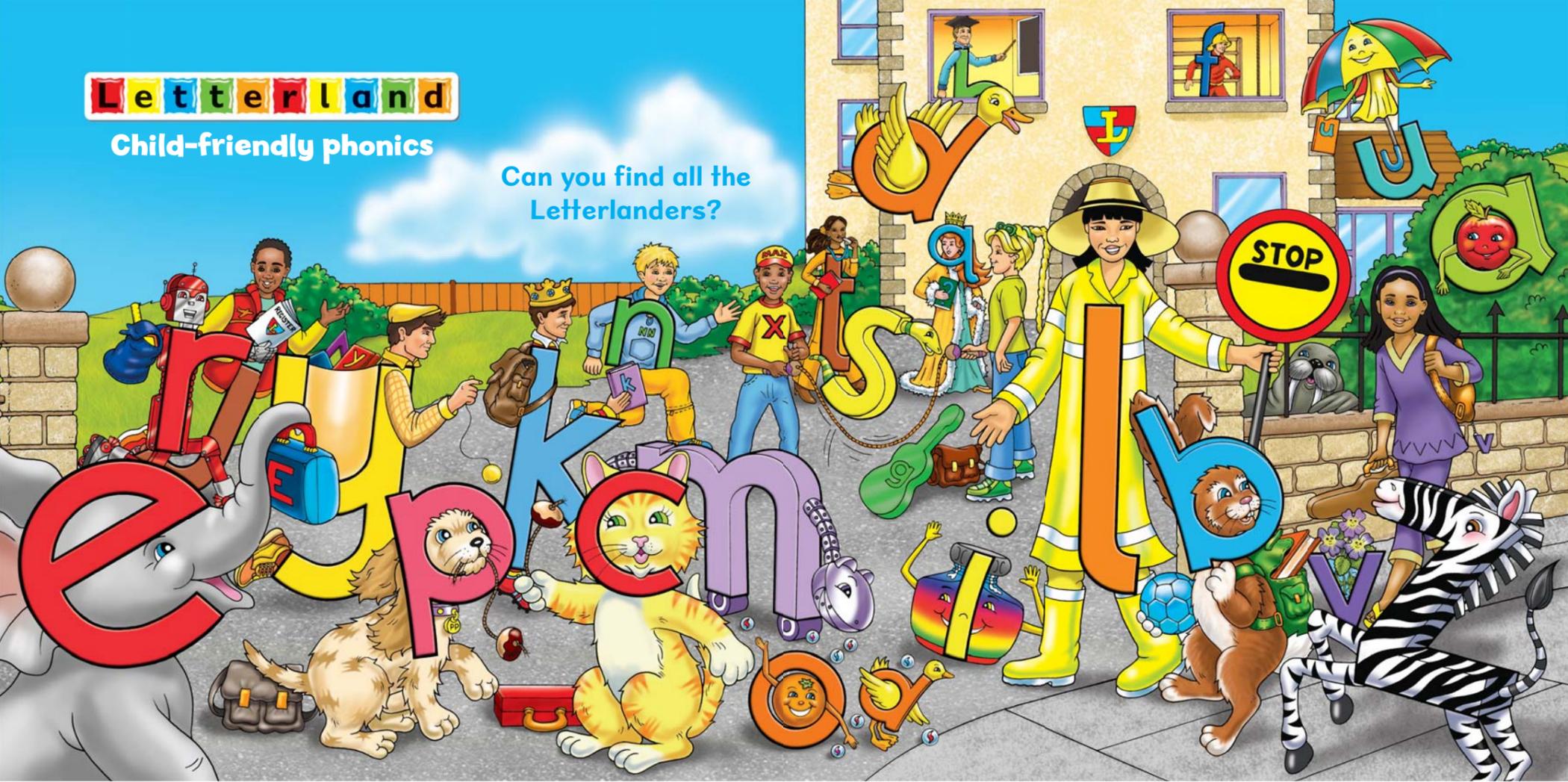


[www.facebook.com/letterlandmedia](https://www.facebook.com/letterlandmedia)

[www.twitter.com/letterlandmedia](https://www.twitter.com/letterlandmedia)

[www.youtube.com/letterlandmedia](https://www.youtube.com/letterlandmedia)

Can you find all the Letterlanders?



Singing, acting, drawing, writing, moving, speaking and building words by 'being' the letters are all important parts of learning. Here are just a few of the great range of Letterland techniques you can use to help your children learn how to read, write and enjoy language!

### Learn letter sounds

#### Sounds trick

START to say the character name, then STOP after the first sound:

#### Action trick

Reinforce the letter sound with a multi-sensory memory cue.

#### Alphabet songs

Sing the song to reinforce the letter sound:

"Clever Cat says 'c' in words,  
'c' in words, 'c' in words.  
Clever Cat says 'c' in words,  
and cuddles close to me."

#### Digraphs (change in sound)

Letterland uses interactive story-telling to explain new sounds and spelling patterns. These stories build on knowledge that children already have.

Clever Cat loves Harry Hat Man, but as soon as she finds herself next to him in a word his hairy hat makes her nose tickle. So whenever they come together in a word, all you can hear is her little sneeze, 'ch...'

There are short stories like this for all major recurring spellings.



Clever Cat



### Learn letter shapes

#### Finger tracing

Air trace to reinforce letter shape and direction. Finger trace on a Letterland wall frieze, ABC book or Picture Code Cards.

#### Picture coding

Draw in the Letterland character on the plain letter shape to increase personal involvement with print and help eliminate inadvertent letter reversals.

#### Handwriting songs

Handwriting songs relate letter shapes and formation to parts of the body, making it fun and easy to learn to write correctly.

"Curve round Clever Cat's face to begin.  
Then gently tickle her under the chin."

#### Capital letter tricks (change in shape)

There's always a story to link lower and uppercase letter shapes. Clever Cat is so proud to start important words like names or places that she takes a deep breath and gets bigger.

When Harry Hat Man starts a name, he is so happy that he does a handstand with his hairy hat on!



### Word building

#### Speaking & listening

Letterland introduces new vocabulary for children to apply their new found phonics knowledge.

#### Blending & segmenting

The children become Letterlanders, then model blending, segmenting and building words for the class.

#### Rollercoaster trick

To sound out a new word use the multi-sensory trick of putting the sounds on your arm and sliding your hand down the 'roller-coaster.'

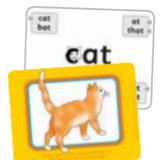
### Advanced Spelling

#### All 44 sounds

Letterland goes much further than a-z! You can teach all the major recurring spelling patterns in the English language so your children can enjoy building sentences, reading books and fully participating in the world of literacy.

#### NEW: Phonics Readers

Letterland has a large number of decodable stories that link directly to the teaching order used in the the Letterland Teacher's Guides. As children progress, new letter sounds are added and previous learning is revised.



Download the latest Letterland catalogue at: [www.letterland.com/information/downloads](http://www.letterland.com/information/downloads)

