

LOVE
READING

Online

At home

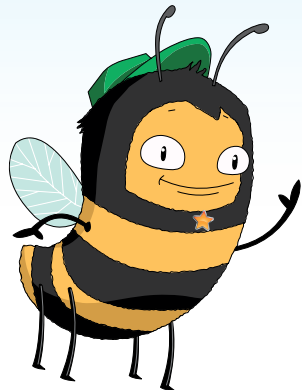
At school



Join the Bug Club

The cutting-edge
reading programme
for 21st century kids

www.pearsonprimary.co.uk/bugclub



Look who's in the club!



The very best foundation in synthetic phonics



NEW

Children's Laureate Julia Donaldson is on a mission to get kids reading and performing



Hook in reluctant readers with comics featuring characters and artwork from DC Comics



NEW

We made phonics fun, so now we're tackling spelling and grammar!

“ Bug Club is amazing! The children in my class are so engaged when they use it. I love the Bug questions as they really help to develop their inference and deduction skills. We try to use Bug Club every day as part of guided reading and the children really look forward to logging on. ”

Vicky Walsh, Ninelands Primary School, Garforth

“ Bug Club is absolutely AMAZING. The children love it, parents cannot stop talking about it and teachers use it every day. ”

Jeremy Hannay,
Three Bridges Primary School, Southall

“ Bug Club has helped get our pupils enthusiastic about reading again and raised its status in school. ”

Lynn Brewin,
Isebrook SEN College, Kettering

“ The children are very excited about Phonics Bug. You just know they're going to be engaged and motivated every step of the way. ”

Sue Feneron,
Year 1 Teacher, Brookfield Infant School, Kent

“ The children love the different illustrations and the familiar characters. It really inspires the more reluctant readers. ”

Siobhan Mallon, High Wych Primary School, Sawbridgeworth

“ Bug Club is the best thing since sliced bread to get the children moving with their independent reading. ”

Jacqueline Stevens, CLL Leader,
Hovingham Primary School, Leeds



The cutting-edge reading programme for 21st century kids

Bug Club is no ordinary reading programme - it's a whole-school service to help children learn to read, backed up with training and support for teachers. Bug Club instantly engages each child with a personalised reading world where they'll find quizzes, characters they know and love, and a sophisticated rewards system to keep them motivated.



Bug Club is a whole-school reading programme for Reception, KS1 and KS2 (PI-7) that transforms young readers into lifelong readers.

Whether they're reading Ben 10 online at home, acting in a Julia Donaldson play, or thumbing through their favourite Batman comic, Bug Club immerses kids in a reading world they'll love.



With Bug Club's rigorous pedagogy and fine levelling, children quickly achieve their reading goals. Children love it, parents can't stop talking about it and the results it delivers keep teachers using Bug Club every day.

Bug Club is now used in over 3,000 schools and by over 450,000 pupils

Try Bug Club free for 30 days at www.pearsonprimary.co.uk/bugclub



Catch the reading bug!

With all the tools and support you need to engage your children at every stage of their reading journey, it's no wonder Britain's caught the bug – the reading bug!

A personalised reading world they'll love

Learning to decode



Building reading confidence



Reading for pleasure



A fun, firm foundation in phonics

- ★ Fast, effective phonics lessons, using CBeebies videos and interactive whiteboard activities
- ★ 134 fully-decodable books and eBooks, all matched to *Letters and Sounds*
- ★ Prepare and Assess online games, word generator and mock tests for the Year 1 screening check



Bug Club books, comics and plays

- ★ 325 finely-levelled fiction and non-fiction books and eBooks for Reception, KS1 and KS2 (PI-P7), including 44 finely levelled White and Lime titles for the Bridging Bands as books and eBooks
- ★ 44 fully-decodable Comics for Phonics featuring kid-cred characters from DC Comics
- ★ 48 fun, levelled Plays to Read and 6 Plays to Act from Julia Donaldson, as books and eBooks



A personalised reading world they'll love

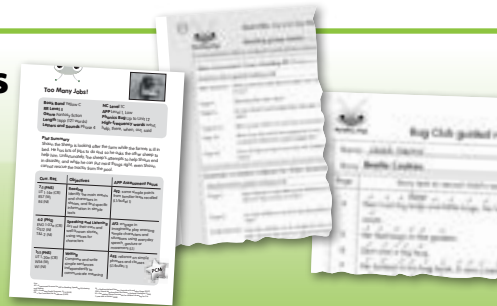
Online reading world

A personalised online reading world for kids to delve into, with all of the books, fun quizzes, games and rewards



Planning and assessment tools

Teacher resources for planning and assessment, including intuitive and unparalleled online tracking of each and every reader



Professional development

Flexible online and face-to-face phonics professional development and expert, tailored professional development courses to help you make the most of Bug Club



Parent support

Parent support materials include guidance on book bands and their child's reading progression





Phonics Bug

A fun, firm foundation in phonics

Learning phonics is not just a methodology. It's an art too. That's why Phonics Bug books are packed with beautiful artwork, humour and loveable characters, including the BBC's Alphablocks. There's no better way to encourage young readers than with books and topics they really want to read.

Phonics Bug meets 100% of the DfE criteria for teaching systematic synthetic phonics and includes Prepare and Assess to help pupils succeed in the Year 1 screening check.

“ Phonics Bug helped 90% of my pupils achieve the threshold for the Year 1 screening check. ”

Claire Simon, Headteacher;
Bury and Whitefield Jewish Primary School, Bury

How to put the 'phun' back into phonics



Videos let children hear how a letter is pronounced, and then see how it's formed

Fast, effective phonics lessons

Get them going with CBeebies videos and interactive whiteboard activities.



Audio is included in eBooks to help kids with their fluency

Inspiring phonics? Absolutely!

Hundreds of gorgeous decodable books and eBooks for kids to coo over, including familiar characters like Alphablocks – all matched to *Letters and Sounds*.



Bug icons mean there's a fun quiz to answer

Personalised online reading world

Let your kids delve into Phonics Bug's exciting online world, with eBooks and quizzes that you can assign in just a couple of clicks.



Prepare and Assess uses a fun alien world to assess kids' phonics skills in Year 1

Easy assessment and less marking!

You can monitor the progress of your budding bookworms online at a glance. The eBook quizzes even feed their scores to you automatically.



Bug Club

Bug Club's online reading world

Bug Club's personalised online reading world instantly engages each child. Games, a sophisticated rewards system and characters they know and love keep them motivated at every stage of their reading journey.

DID YOU KNOW?
Reluctant readers are more likely to read on screen than pick up a book – especially boys.

Why subscribe?

Reason 1: Their bookshelves will never be empty

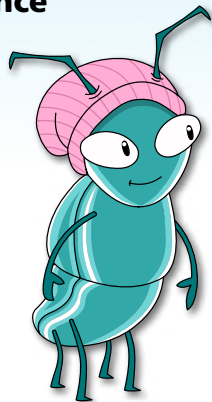
Every Bug Club reader is available in print and online. Assign titles to each child online and they can access them at any time – at home, on the go and even in the holidays. No need for overflowing book bags, no more dog-eared books and no limits to the amount of reading they can do.

Reason 2: Kids love the technology

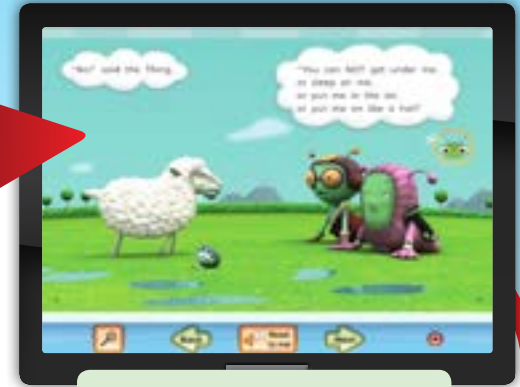
Bug Club's online reading world uses the technology that kids use every day to make reading even more fun. It feeds their enthusiasm for reading with interactivity, audio narration, fun quizzes to test comprehension, personalised homepages, games, rewards and much more.

Reason 3: The very best Bug Club experience

When you subscribe to Bug Club's online reading world, not only do you receive unlimited access to Bug Club books, but you'll also get any new titles and features as we release them, at no extra cost.



Each child gets a personalised homepage where they see the books they've been allocated.



As the child reads, the bug icon shows there's a fun quiz question to answer.



When they answer the quiz questions, children earn Bug Points that convert into rewards.



Children complete the fun quizzes to test their comprehension and enhance their enjoyment.



Books that children would choose themselves

It's not easy to combine rigorous pedagogy with cutting edge technology and beautiful books that kids don't want to put down – but with Bug Club we've cracked it. And with over 500 finely-levelled books and eBooks – including some 'new' classics like *Wind in the Willows*, you'll find a good read for every taste and ability level.

Bug Club fiction books and eBooks:

- ★ cluster stories around familiar characters to help children master and rise through the levels
- ★ are finely levelled to book bands and National Curriculum levels
- ★ include comics, plays and photonovels which can be used as a treat for kids to work towards.

Bug Club non-fiction books and eBooks:

- ★ include beautiful photo books created in partnership with Dorling Kindersley
- ★ cover many fascinating cross curricular topics that will interest boys and girls.





Comics they'll love

With kids' favourite characters from DC Comics and stunning artwork, Bug Club's 44 KSI Comics for Phonics are fully decodable and 100% matched to *Letters and Sounds*. Who knew practising phonics could be so much fun?

Guided reading cards and extension notes come with every comic



Fun comic pseudo-words help test blending skills in a context kids understand

Measure mastery with a fun quiz built into each eBook



Plays presented by Julia Donaldson

Children's Laureate Julia Donaldson is on a mission to improve reading and fluency.

Her answer? Fun, levelled plays for reading, re-reading or performing in the classroom.



Improve fluency with 36 Plays to Read

- ✓ Perfect for guided or independent reading
- ✓ Phonics-based, just like the rest of Bug Club



Plays also come as eBooks – kids choose their character and all the other parts are read back to them! (KSI only)

Plays to Act based on 6 popular picture books

- ✓ Fire imaginations with scripts for *Tiddler* and *Mr Big*
- ✓ Encourage collaboration, speaking and listening
- ✓ Be inspired by performance videos, staging tips and more (snazzy costumes not included!)










Planning and assessment



It's not just your kids that benefit from Bug Club's innovative online world – teachers can also log on to access Bug Club's intuitive and unparalleled tracking of each and every reader.

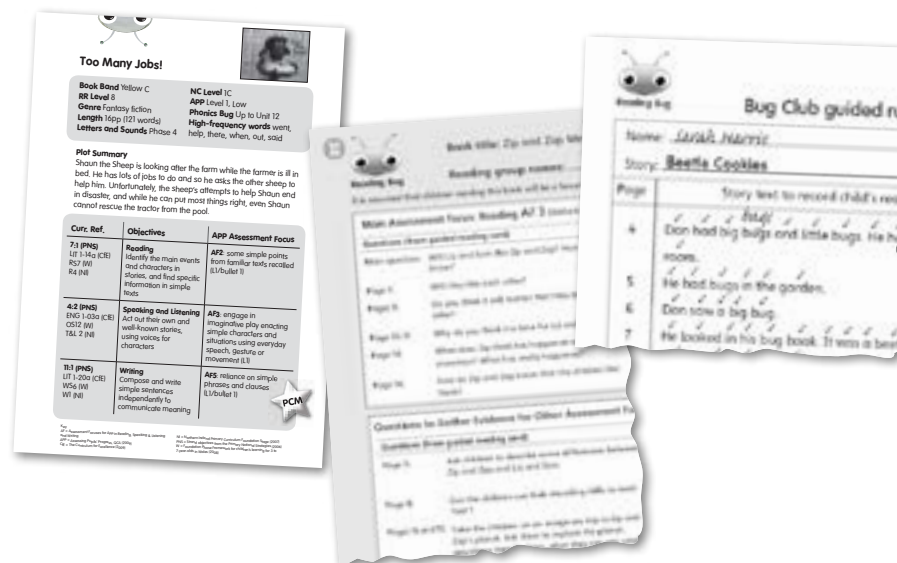


Detailed online assessment

-  Allocate eBooks to classes or individual children in seconds, and tailor reading lists to their precise needs.
-  See how each child performs on the quizzes in their eBooks and whether they enjoyed their reading.
-  Get instant insights into pupil progress with Bug Club's intuitive traffic light system.
-  Quickly identify and target problem areas by Assessment Focus.
-  Generate reports for parents at the click of a mouse.

Extra classroom support

-  Planning and Assessment Guides for Phonics Bug include comprehensive lesson plans for whole-class sessions. For Bug Club they include photocopy masters, running records, and curriculum information.
-  Every 6-pack of Bug Club readers comes with free guided reading notes, providing a 'walkthrough' to prepare children ahead of reading, and 'during' and 'after' reading activities linked to reading objectives and curriculum focuses.





Supporting parents

We believe Bug Club is the best reading programme in the UK, because it supports the relationship between English in the classroom and English at home, helping kids transform from school readers into lifelong readers.

For parents, Bug Club includes:

- ★ detailed printed reports that teachers can create in seconds to show parents how their child is progressing
- ★ specific parent resources such as guidance on book bands and advice on how to foster a positive reading environment at home
- ★ guidance on synthetic phonics, explaining how it is used and why it is important.



Professional development

Helping children learn to read, and instilling in them a love of reading is about more than just giving them the right books.

When you buy a wide-reaching programme like Bug Club, naturally you expect to be able to make the most of your investment.

That's why we offer Bug Club subscribers a range of professional development courses to develop your confidence, explain the programme essentials and help your school make the most of Bug Club.



- 1 Bug Club Half Day Course
- 2 Phonics Bug Full Day Course
- 3 Online Introduction to Synthetic Phonics + Phonics Bug Full Day Course
- 4 Bug Club Family Full Day Course

“ I think Bug Club is a genius concept... As a parent, I can see what my child is doing, I can work with my child. It gives the teacher an ability to do a real microanalysis of what that child is learning. For the kid it's fun – and if it's fun, they're going to engage with it.

Professor Tanya Byron, Child Psychologist

Try Bug Club free for 30 days at www.pearsonprimary.co.uk/bugclub



Grammar and Spelling Bug gives you all the tools you need to deliver the grammar and spelling requirements of the new Primary English curriculum without reaching for a hefty academic tome.

**NEW
FOR 2013**

Grammar and Spelling Bug is a completely online programme that breathes new life into grammar, spelling and punctuation lessons. It contains hundreds of engaging practice games that children will want to return to again and again, and comprehensive lesson plans and assessments available at the click of a button.

Featuring practice games with a fun time travel theme, kids' favourite Bug Club characters and writing activities, Grammar and Spelling Bug provides the perfect support for teaching grammar, spelling and punctuation, and supports children with applying their grammatical knowledge.



Try it for free:

www.pearsonprimary.co.uk/gsfreeunit



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