



## **2009 sees the launch of Oxford University Press' campaign to get boys reading and writing**

### **41% of boys think reading is boring.\***

Reading opens the door to most other school subjects and the ability to read is statistically the main predictor of a child's later academic success+. Lack of progress or interest in reading can cause boys to turn off learning and regard school as 'not cool'. These demotivated boys often affect the whole atmosphere of the classroom, and go on to cause disruption in the school and wider society. Boys dominate figures on literacy difficulties, below average English SAT scores, school exclusions, and general antisocial behaviour.

### **Let's get boys reading**

Research shows early implementation of special boy-friendly teaching techniques can go a long way to alleviate these problems. These techniques are never practised to exclude girls - in fact girls will also benefit. OUP is committed to backing these techniques and have embedded them in a campaign to **Let's Get Boys Reading**. Through national training events and the launch of a specially developed reading programme, *Project X*, OUP is determined to give boys every opportunity to make reading their passion.

### **How Project X gets boys reading**

Studies indicate that boys are turning to computer games rather than books. OUP is using the very things that pull boys away from books to draw them back into reading. *Project X* tackles the playstation generation head on by using cutting edge digital artwork, contemporary characters and action-packed adventures in books that will really enthuse young readers.

### **Project X – January 2009**

**Project X** – a new guided reading programme, will be published in January 2009. Truly boy-friendly in its content, structure and approach *Project X* can provide every teacher with the resources they need to see their boys – and girls – really motivated by books and reading.



The Power of Reading

- \*PIRLS (Progress in International Literacy Study) 2006 Report
- +Progress in International Literacy Study, International Association for the evaluation of Educational Achievement (IEA), 2003

For more information about *Project X* or OUP's *Let's Get Boys Reading* campaign, or details of how to contact any of the following for an interview please do contact us:

- Maureen Lewis – *Project X* series editor
- Tony Bradman – lead author of the *Project X* micro-adventure stories
- Jon Stuart – creator of the *Project X* 3D digital artwork
- Head of Literacy Publishing at OUP

Sophie Quarterman, Senior Campaign Manager, Education Division, Oxford University Press, Great Clarendon Street, Oxford, OX2 6DP

**Tel:** 01865 354962 **Fax:** 01865 353339 **Email:** [sophie.quarterman@oup.com](mailto:sophie.quarterman@oup.com)