

**FOR IMMEDIATE RELEASE**

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**NATIONALLY RECOGNIZED READING SPECIALIST  
PROVIDES INSIGHTS ON EFFECTIVENESS OF  
MARK-MY-TIME™ DIGITAL BOOKMARK**

“I was mesmerized by the idea of a bookmark that could actually track reading time,” recalls Mary Howard, Ed. D., a national literacy consultant, when she first became aware of the innovative Mark-My-Time™ digital bookmark.

“Not only does it give parents a concrete tool for tracking reading time, but it communicates to the child that reading is a priority,” says Dr. Howard. “I am continually speaking to teachers across the country about the importance of tracking reading against time and having kids spend consecutive time reading. I am a firm believer that it’s more important to read for time than number of pages.”

Dr. Howard, an educator with more than three decades of experience, has spent the past ten years as an independent education consultant, working with teachers across the U.S. primarily in grades K-6. For the first 20 years of her career, she was a teacher herself with a specialization in reading.

“Kids need to see their accomplishments,” notes Dr. Howard. “The digital bookmark provides a symbol of an accomplishment. It gives readers, especially those who are less motivated, the idea that this is something they can do. That makes them more enthusiastic about reading. Although I think the product is effective for all types of readers, it is especially helpful for those non-motivated readers who struggle to complete their reading session because it allows them to take responsibility for their reading accomplishments.”

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Dr. Howard further explains the importance of concentrated reading time. “Kids need to be able to devote a dedicated block of time to reading. The more they read, the more likely they are to become a better reader. Because the timer on the Mark-My-Time digital bookmark is not distracting, kids are able to do more concentrated reading which enhances reading time. They don’t have to wonder how much longer they need to read.”

Dr. Howard further noted the significance of recent legislative changes that increase the need for personalized reading tools, such as the digital bookmark. “With the passage of the *No Child Left Behind Act*, there is a bigger focus on testing and numbers, not just for reading but for all subjects,” says Dr. Howard. “Everyone does the same work and has the same expectations. Yet, this isn’t realistic. You cannot approach reading with a one-size-fits-all mentality. It needs to be customized to match a child’s interests and abilities. The Mark-My-Time digital bookmark acts as a personal timekeeper for kids. It is a highly personalized tool that allows them to recognize their own progress.”

Dr. Howard continues, “I think the creators of the Mark-My-Time digital bookmark have done a wonderful thing in creating this unique timekeeper. It’s a very simple idea, but it works. Yes, you could use an egg timer or a stop watch to partially accomplish the same thing. But this is in the format of a bookmark specifically designed for reading. That’s ingenious! It sends a message that reading is important.”

For more information about the innovative Mark-My-Time digital bookmark, visit [www.mark-my-time.com](http://www.mark-my-time.com).

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