

WANT THE BEST FOR YOUR KIDS?

READING AND MUSIC!

Dear Parent/Guardian,

Everyone loves a good story. We all understand the importance of reading and loving to read. **But why music?** The benefits of music reach far beyond learning how to sing or play an instrument. **Freddie the Frog® Books do more than just combine reading and learning music.** Here's why:

- **Nothing compares to music education in brain stimulation and development.** Researchers chart brain activity while a person engages in various tasks. Music is one of the very few whole brain activities, engaging all parts of the brain--**including the one small portion of the brain that only "lights up" for extreme pleasure!** *(The only other activities that use both hemispheres are higher-level mathematics and logic processing, such as chess and quantum physics. All other tasks rely on the dominant use of either the left or right brain.)*
- **Why does engaging in music activate the entire brain?** A musician's mind is constantly choosing how fast or slow to play, with what style, rhythm, phrasing, and feeling--training the brain to become incredibly good at organizing while simultaneously controlling finger movement, reading and memorizing. Thus, a musician conducts numerous mental and physical activities at the same time--training the brain to organize and create multiple mental pathways that can be used for other mental processes. Plus, the process stimulates emotional satisfaction and pleasure!
- **These mental skills and multiple mental pathways, honed by music education, permeate all facets of learning** and the effects continue to compound over time with advanced music study.
- **It is no coincidence that a high percentage of band, choir, or orchestra members are top-ranking students.**
- **NO ONE SITS ON THE BENCH in music.** It's takes 100% group effort and accuracy. **What a life lesson!**

Music enhances a child's success in school, society, and life.

SUCCESSFUL KIDS FOR LIFE

www.FREDDIE THE FROG.com

Music Games and Coloring Pages

Freddie the Frog® books and toys provide entertaining music education to over 3 million kids around the globe. Enjoy Freddie's adventures and keep your child involved in reading, music lessons, and other music education opportunities available in your area. Give your child the advantage of a great education in reading and music. Start today!

Sharon Burch

Search "Music and the Brain" for more information and research articles.
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