

**FOR IMMEDIATE RELEASE**

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**Free, Online Camp Offers Summer Learning for Kids and Families**

*National Center for Families Learning and Better World Books launch 2015 Camp Wonderopolis to bridge summer learning gap for low-income families*

**Louisville, KY** (June 16, 2015)– The [National Center for Families Learning](#) (NCFL) with support from [Better World Books](#) celebrated the 2015 launch of Camp Wonderopolis this week, a free, online camp aimed at reimagining summer learning.

The 6-week virtual camp, designed to build vocabulary, reading comprehension skills, and science knowledge, provides families with over 40 interactive learning modules, including 6 different maker activities, all in an effort to spark wonder and foster hands-on, intergenerational learning.

“Families are hotspots for learning,” said Emily Kirkpatrick, Executive Director of the National Center for Families Learning. The summer is the perfect time for families to leverage children’s curiosity and help to build a life-long interest in learning with an experience like Camp Wonderopolis.”

Camp Wonderopolis also tackles an important barrier to traditional summer camp participation for many families: cost. Research from the National Summer Learning Association confirms high-income families spend about eight times more than low-income families on summer activities, a key factor in explaining the in-school achievement gap.

“The financial cost of activities is still too often a barrier for those that want to access high-quality summer learning experiences” noted Kirkpatrick. “Camp Wonderopolis is a game changer because it allows all families to participate in engaging summer opportunities that are free and build skills.”

In 2014, Wonderopolis’ campers mastered 34,000 vocabulary words and 13,500 informational texts, Camp Wonderopolis content is also aligned to Common Core State Standards. The Chinese-American Planning Council in New York City hosted a Wonderopolis Campsite last summer and reported, “We have seen a tremendous improvement in these students’ vocabulary, scientific thinking, observational skills, and public speaking skills.”

Programming this year additionally allows students to create online camp diaries, connect with peers from around the country, and track their activity through a personal dashboard.

Students and parents can register to attend Camp Wonderopolis at [camp.wonderopolis.org](http://camp.wonderopolis.org).

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### **About the National Center for Families Learning**

The National Center for Families Learning (NCFL) is a national nonprofit organization dedicated to creating innovative programs and strategies that support families learning together, literacy, and family engagement in education. From the classroom to the community to the digital frontier, NCFL collaborates with educators, advocates, and policy-makers to help families construct hotspots for learning wherever they go. For more information on NCFL, visit [www.familieslearning.org](http://www.familieslearning.org).

### **About Better World Books**

Better World Books ([www.BetterWorldBooks.com](http://www.BetterWorldBooks.com)) is a for-profit social enterprise that collects and sells books online matching each purchase with a donation, book for book, and with each sale generating funds for literacy initiatives in the U.S. and around the world. With more than eight million new and used titles in stock, Better World Books is a self-sustaining company that balances the social, economic and environmental values of its stakeholders. Better World Books diverts books from landfills by conducting book drives on thousands of college campuses and libraries. Since its founding in 2003, the Mishawaka, Ind.-based company has raised over \$17 million for libraries and literacy, donated over 12 million books; re-used or recycled over 134 million books and achieved 44,000 tons of carbon offsets through carbon-balanced shipping.