

StoryTime Karaoke

A more entertaining way to read to children
NEWS RELEASE

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REQUEST FOR PUBLICITY

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Local organization benefits from sales of new product

Creating a more entertaining way to read to children will become a great way of raising money to fight illiteracy. The Ashtabula County Literacy Coalition will be the first to benefit from this fun new product.

StoryTime Karaoke, Ltd. has pledged \$.25 of every Book/CD, Karaoke Machine CD and DVD purchase to this literacy organization through 2012. A set annual donation will be established in 2013.

According to STK co-founder and Ashtabula resident Frank Vaccariello, the gift is just a start in supporting the fight against illiteracy and the encouragement of reading to children. "This is a product we hope will take off across the country eventually, but we know it will be a while before we can make any significant financial impact at the national level," Vaccariello said. "This way we support organizations starting in our own backyard and the support can then grow from there."

"The Ashtabula Literacy Coalition hosts a great annual event at the Ashtabula Towne Center that my now 5-year old has enjoyed for the last three years," he said. "And that's one of the things StoryTime Karaoke is all about; supporting literacy and providing an entertaining way to read aloud to children, which has proven to help in the fight against illiteracy."

The gift is also meant to show support for others locally who helped in the product's development. "Kathy Pape, now the director of the Conneaut Library, and Lori Smith, children's librarian of the Kingsville Library, were important in giving us the opportunity to test our idea over the last couple of years," Vaccariello said. Both libraries participate in literacy coalition events. "The kids loved it," he said.

StoryTime Karaoke is the treatment (patent pending) performed on a children's story which uses the reader's voice timed to sound effects and music. There are several versions depending on the level of technology used. The concept is the same for all versions – the child hears a familiar voice reading a story while sound effects are timed to what is happening within the story. So when the dish runs away with the spoon; that is what you hear.

Learn how to make reading to children more entertaining at www.storytimekaraoke.com.

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Sidebar note: The books and CDs are combined at Ash-Craft Industries in Ashtabula.

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