

Beat: Entertainment

DREAM LETTERS IS A NEW FRENCH CONCEPT TO EASE READING AND WRITING FOR KIDS

SUPPORTED BY ALSACE REGION

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USPA NEWS - Dream Letter is betting that reading and writing can become a game for all children, even those in trouble! They associated with the psychology laboratory of cognitive studies of Strasbourg and Alsace APEDA (French association of parents of children with learning written language and oral).

THE INNOVATIVE CONCEPT OF DREAM LETTERS SELECTED TO BE IMPLEMENTED IN 2016-----The project selected by the Alsace region in the context of the call for projects for social innovation will be launched in 2016.

"Dream Letter" reinvents the epistolary novel. The stories are personalised, interactive and adapt to the reading level of the child. Invited into an adventure in which they are the heroes, the children decide the rest of the story by writing and sending their replies by post. Mail after mail, reading and writing become a game.-----

Innovative support for all children, Dream Letter today creates a real solution to help children delicacy with reading, including dyslexia. It is estimated that 5% to 8% of French children are dyslexic. Although there is a suitable children's literature, most of these media do not respond in a relevant way to the variety of profiles and dyslexia using tools that are not based on any scientific validation.-----

In partnership with the University of Strasbourg and APEDA association, the "Dys" "Dream Letters " project aims to scientifically evaluate the solutions that simplify the entry in the reading of dyslexic children and integrate its interactive stories. With a flexible digital interface, each child may enable support tools and formatting that match them best and make them evolve mail after mail. Aware of the wealth of social innovation on its territory, the Alsace region is for new and creative solutions. It supports projects that meet this ambition as the project Dream Letter which creates a new gateway into the world of reading and writing for all children!"Dream Letters" to the concept in a nutshell: "¢ Already 1,000 children subscribers throughout France and in 15 countries "¢ Partnerships with several schools and the group "La Poste" "¢ The famous Tomi Ungerer subscribes to and supports Dream Letters.

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