



Reading Zone is a young, dynamic and fast growing company that focuses on the improvement and development of reading abilities. Learners and young adults are supported to reach their full reading and learning potential in a fun filled and non-threatening way.

What makes Reading Zone unique?

- We believe in re-creating a love for reading through a medium young people can identify with and therefore support the idea of technology assisted reading and learning. However, reading difficulties does not exist in isolation and therefore we follow a **unique and holistic intervention methodology between facilitator and learner** and base our reading and learning intervention on the latest research in the field of technology assisted reading and neurophysiology.
- We **base our interventions on comprehensive assessments** in reading and studying to ensure a unique and individually focused intervention program for every learner.
- We present a reading and learning readiness program for 5 to 8 year old learners. This program is developed according to the latest research in reflex inhibition, neurophysiology and developmental psychology and is a first in South Africa.
- We have a fulltime academic research program that distinguishes us as leaders in the field of reading and learning interventions. Our research results are published and well accepted overseas. Reading Zone takes pride in the successes our learners achieve.
- We include study strategies as part of our intervention as reading and learning goes hand in hand.

Reading zone operates from two principles namely:

- Community involvement through sponsorships with the view to establish school based centres in economically deprived areas
- Certified reading centres operating as small private businesses;

**If you are:
an individual, and interested in running a profitable business
while making a difference in children's lives**

or

**a company to be recognized as being involved in a worthwhile effort
as part of your social responsibility.**

Then visit
www.readingzone.co.za
for more information

or
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