

Press release

Parental Eye MAGAZINE

Education news, resources and information from a parental perspective



Issued:
0900 hours
30 June 2004

Embargo:
1700 hours
30 July 2004

The new resource for parents that will actually make teachers' lives easier!

A new resource aimed at increasing parental involvement in children's education is to be launched at Special Needs London 2004 / Education Show London 2004 (30th September to 2nd October, Olympia London) by Loud Voice Publishing¹ on stand P125B.

Aimed exclusively at parents whose children are educated in state funded schools, Parental Eye Magazine is an accessible and essential guide designed to help users source and access the best resources and information to support learning at home.

Articles and commentary are written from a parental perspective to give parents a deeper understanding of how the education system works and of the curriculum their children are following. There are practical tips and suggestions on how parents can help to raise the attainment level of their children, plus lots of advice on how to work more effectively with schools.

Denise Roberts, Publishing Director of Loud Voice Publishing said:
'Parental Eye Magazine is good news for teachers, not only because it will complement current foci to increase parental involvement in schools, but principally because it will support parents in their role as primary educators in the home. It's a unique tool, aimed at equipping parents to be better able to work with their children. This, in turn, will have a positive impact on the education experience of children in the classroom as well as the teaching experience of teachers.

'The ethos behind Parental Eye Magazine is based on evidence showing that, on average, children whose parents get involved in their learning have 5% better language skills and are 8% more numerate than those whose parents do not². It makes sense to embrace clear evidence that good parenting is vital to improving children's life chances.

'Of course a common assumption is that many parents have no or little interest in the education of their children, but research suggests otherwise – parents are very much interested in how their children are getting on in

Unit 353 The Arch
Winchelsea Road
London E7 0AQ

Tel: 0845 226 85 51

Email:
info@parentaleye.co.uk

Web: _____
www.parentaleye.co.uk

school. The likely explanation for apparent parent apathy is a negative experience of schools themselves or a lack of knowledge of how they can help their children³.

‘So Parental Eye Magazine is even greater news for parents – it is written for parents by parents. It is a dependable resource to which they can turn to help access the information and resources that are available and to share ideas and concerns with each other.’

Special promotional packs including a free copy of Parental Eye Magazine will be handed out to visitors following the launch to teachers at the Special Needs London 2004 / Education Show London 2004. The magazine will retail at £2.49 each copy and be available from most local and high street news outlets.

ENDS

NOTES FOR EDITORS

¹ This year's Special Needs London 2004 / Education Show London 2004 will be a doubly exciting event for Loud Voice Publishing as a first time exhibitor and new company launching into the education publishing market to produce resources exclusively for parents

³ Source: Children's minister Margaret Hodge quoting research by the DfES, *The Guardian* October 20 2003

³ Source: Campaign for Learning

*For further information or to arrange interviews please contact Denise Roberts on 0845 226 85 51 or 07931 322 976.