



Sole Source Letter

Operation Read Everywhere

To Whom It May Concern:

This letter confirms that **Operation Read Everywhere** is a Just Right Reader program developed, sold, and provided exclusively by Just Right Reader. The program combines Just Right Reader's evidence-based *Science of Reading Take-Everywhere Literacy Packs™* with personalized video cards featuring a QR code linking to a deployed parent's recorded video message or book reading. Each book also includes a QR code linking to a teacher-led instructional phonics lesson, providing children and caregivers with practical support for reading at home. Together, these features help accelerate reading achievement, strengthen family connections, and create meaningful opportunities for families to read together during deployment. No other product on the market provides this level of literacy connection and support to military families, making it a distinctly different product.

Operation Read Everywhere serves children in PreK through fifth grade. Children receive books matched to their reading level and a personalized "You are a STAR!" video card. They can revisit their deployed parent's face and voice on their own schedule, helping that parent remain part of their daily reading routines across distances and time zones. Books and personalized video cards are shipped directly to participating families.

The program brings together the following features:

- **Personalized family connection:** Before or during deployment, service members use a phone to record a short video message or read a book aloud. Just Right Reader links the recording to the child's personalized video card, helping deployed parents remain part of their children's reading routines across distances and time zones.
- **Grounded in the Science of Reading:** Provide high-quality, research-backed materials that build strong foundational reading skills and help military families support consistent, meaningful reading practice at home during deployment.
- **Reading materials matched to children's needs:** Decodable books for younger readers and high-interest chapter books for older readers provide engaging opportunities to practice and strengthen literacy skills.
- **Teacher-led phonics support:** Each book includes a QR code linking to a teacher-led phonics lesson video, creating a pathway to successful learning at home.
- **Integrated literacy and family connection:** Combine books matched to children's grade level, QR-linked teacher-led phonics lessons, and personalized video messages from deployed parents to support decoding, fluency, and comprehension while keeping military families connected through shared reading.



- **Stories that build belonging:** Feature children from a range of backgrounds taking part in familiar, everyday experiences, helping readers see themselves and others in the stories and strengthening their sense of community and belonging wherever their military family calls home.
- **Simple access:** Families access the recorded parent video through the card's QR code without downloading an app or creating an account.
- **Coordinated implementation:** Just Right Reader coordinates family enrollment, book selection, personalized video cards, and direct-to-home fulfillment with each participating partner.

Operation Read Everywhere combines literacy practice with a personal connection to a deployed parent, giving families a shared reading experience that can continue throughout deployment. Its integrated materials and implementation services are available directly and exclusively from Just Right Reader.

For additional information about Operation Read Everywhere or to confirm product availability and program configurations, please contact schools@justrightreader.com or (877) 415-7323.

Sincerely,

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