# Email Copy

Send a targeted email to all parents of children in grades PreK-2. You could also opt for individual teachers to send an email to parents of students in their class.

Hi parents,

We're happy to share a new program to help your child learn to read using the app Learning Upgrade! At [School Name], we know that you are your kid’s first teacher, and, with this program, you can help your child become a great reader.

Learning Upgrade is fun for the whole family. It has games and music to make learning exciting. You and your child will both get the app—for free—so you can work together. Plus, a mentor will give you, the parent, tips to use at home to help your child read even better.

[Click here](http://info.proliteracy.org/learning-upgrade-sign-up) to sign up, and someone will contact you. We’re excited to work with you!

Best wishes,

[Your Name] Principal, [School Name]