

The first five years of life are when a child's brain grows the fastest.

With simple activities like this one, you can make every moment with your child a brain building moment.



READ THE SIGNS

Some days, there's no time to read a whole book. But we're surrounded by words that are ready for reading. So today, read every sign or billboard aloud to your child and talk to them about what each means.



Brainy Background

Doesn't matter if it's a book, a magazine, or a bus stop sign! It all counts. Reading to your child, anywhere and everywhere, helps them develop a rich, diverse vocabulary.