

**For Immediate Release**

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## **Latino Philanthropy Executive Launches READ Fútbol Mundial To Encourage Non-Fiction Reading Among Latino Kids in Miami-Dade County Schools**

### **Focus Groups Reveal Key Insights From Kid Readers**

New York, June 27, 2008 - The Mundial Group, a sports media company headed by Felix Sención, released READ Fútbol Mundial, a new kids magazine about soccer, in May to Miami-Dade County elementary and middle school students. Approximately 20,000 copies were requested by local teachers to distribute to their students under the premise of encouraging non-fiction reading.

In June JSM Consultants conducted focus groups with fourth and fifth grade Latinos students about READ's magazine content. Key learning's from the research indicate that the soccer angle motivated students to want to read the magazine and empowered them to get involved in sports. They also stated that reading makes them "feel" smart, providing knowledge, which is powerful among peers. One fourth grade male student commented, "As I flipped through the magazine I was interested in all of the pages - it has a lot of different and interesting things to read and it has games!!! - I love to play games and now there is a magazine that has sports AND games - that's cool!"

Felix Sención, who has independently funded READ Fútbol Mundial, was inspired to launch the magazine after receiving letters from kids whose parents read Fútbol Mundial magazine (#1 Spanish soccer magazine in US). "Their letters indicated to me a real interest in the sport. That interest combined with my knowledge about the literacy challenges being faced by our Latino kids from pre-school to high-school inspired me to invest my time and resources into this very important initiative."

In the fall '08, READ Fútbol Mundial will be distributed in New York, Los Angeles, and Chicago. To read the final focus group report about READ Fútbol Mundial visit [www.readfutbolmundial.com](http://www.readfutbolmundial.com)

## Latinos & Education Fact Sheet

- About one-fifth of the nation's young children (infants through eight-year-olds) are projected to be a quarter of all young children in the US by 2030.
- In 2000, immigrants represented one in nine of all US residents, but their children represented one in five of all children under 18. Not only is his demographic the fastest growing segment of the US population, but also the least educated of any racial or ethnic group in the United States.
- Hispanic children lag well behind their White counterparts, on measures of school readiness when they start kindergarten, and subsequently achieve at much lower levels in the primary grades.
- It has been documented state by state that the Hispanic high school dropout rate is between 30-65% and is significantly higher in key urban cities.
- Following several longitudinal studies of children from kindergarten through tenth grade, researchers overwhelmingly conclude that those children who enter kindergarten well behind their peers can never catch up. Absent some major intervention, children that start behind basically stay behind and ultimately become high-school drop outs.
- Hispanic children have limited early language development and lack high quality early childhood education experiences.
- English Language Learners (ELLs) who now represent approximately 10.5% of the total public school student enrollments.
- Early literacy plays a key role in enabling the kind of early learning experiences that research shows are linked with academic achievement, reduced grade retention, higher graduation rates, and enhanced productivity in adult life.
- Early language exposure and enrichment and how it relates to literacy in education is vital to a student's academic success.