

LIGHTSAIL READING TOURNAMENTS DELIVER BREAKTHROUGH INCREASES IN READING ENGAGEMENT

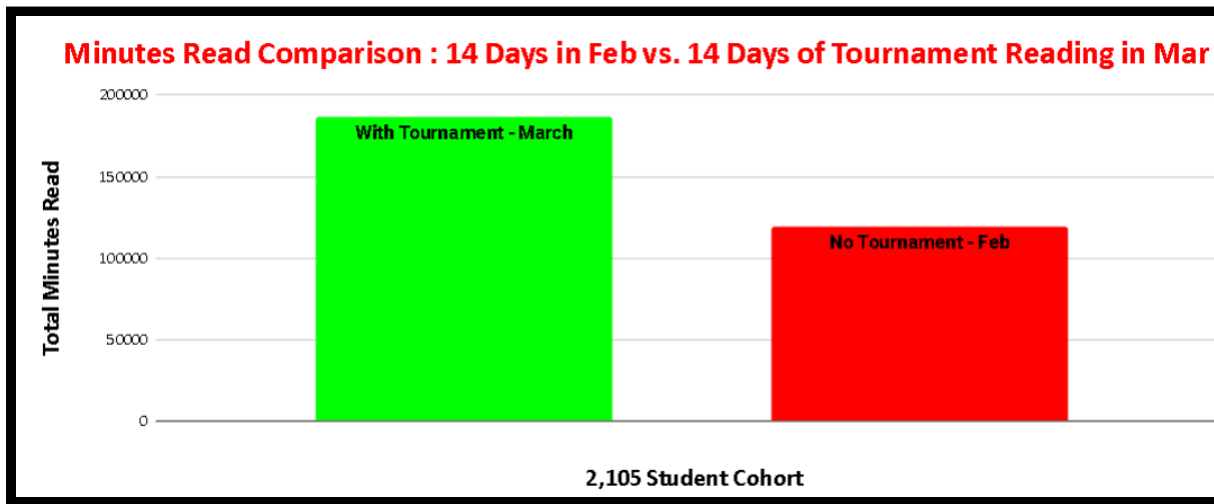
Wondering if healthy competition increases student reading volume & engagement? **It does!**

Results from 2,105 students who participated in LightSail's March Madness Reading Tournament

56%	Increase in Minutes Read
87%	Increase in Vocabulary Cloze Assessments

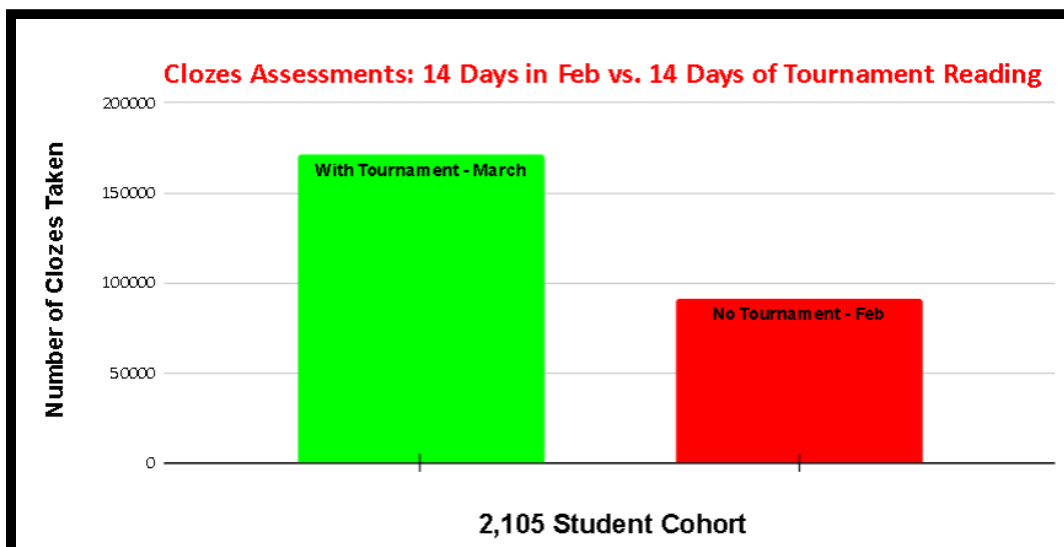
In March 2022, LightSail hosted an international bracketed reading tournament with over 100K students.

An analysis of the data shows the significant positive impact of the tournament and constructive healthy competition in motivating students to read more. In one such example, month-on-month reading data for a participating district where LightSail reading data was compared for a cohort of 2,105 students evidenced that students read 186,781 minutes during the competition, an increase of 56% on the equivalent number of days in the preceding month with the exact same students.



In a LightSail innovation, students were competing on the number of correctly-answered vocabulary cloze questions by each student. This encouraged not only reading volume, but importantly placed the emphasis on encouraging thoughtful consideration of the content and comprehension.

Data from the same district shows 87% increase in the number of vocabulary cloze questions attempted by students during the competition versus the equivalent number of days in the preceding month with the exact same students.



LIGHTSAIL TOURNAMENTS MODULE IN BRIEF:

IGNITE MOTIVATION & READING ENGAGEMENT — DRIVE LITERACY LEARNING OUTCOMES

- Fun, flexible, and easy set up of reading tournaments by teachers & school leaders — create a bracketed reading tournament in less than 2 minutes!
- Scalable from class to district — all tracking is automatic
- Compete on reading volume (minutes, word, pages)
- Compete on vocabulary comprehension performance
- Target predefined book lists to enhance learning impact
- Live Updates — One-click invitations to parents, family, and community members to follow and display participant progress digitally

