

NEWS RELEASE:

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LENA Foundation Revives Popular Online Assessment Tool

March 16, 2009, Boulder, CO – The LENATM Developmental Snapshot is back by popular demand, once again offering parents a quick and easy way to find out their child's developmental age online (<https://www.lenababy.com/secure/LenaDevelopmentalSnapshot.aspx>).

In the summer of 2007, when the LENA Foundation first offered the assessment, more than 13,000 people used the service in a single two-month period. "Since we've taken the Developmental Snapshot down, we've had an enormous number of requests to put it back up," explained Jill Gilkerson, Ph.D., director of language research for the not-for-profit organization. "We feel that by providing this much sought-after tool again, we'll be able to provide parents with answers about their child's language development while also funding our research efforts."

Gilkerson collaborated with speech-language pathologists to create this 52-question survey, which measures expressive and receptive language skills and provides an estimate of a child's developmental age from 2 months to 36 months. The Developmental Snapshot is easy to understand and offers chronological age and developmental age information, data that correlates well with standard language assessments. Children fall into one of three categories: Advanced, Within Normal Limits, or At Risk. To improve or maintain a child's developmental age, the foundation recommends increasing conversational turns and vocalizing to the child approximately 20,000 adult words per day, which is the equivalent of reading *The Cat in the Hat* a dozen times.

The LENA Foundation charges \$19.95 for the Developmental Snapshot and plans to use the proceeds to further its development of advanced technologies for treating language delays and disorders.

In addition to the Developmental Snapshot, LENA System products include LENA Pro, LENA Pro Graduate Student Version, LENA Language Assessment, and LENA Home. More information on these offerings is available at www.lenafoundation.org and www.lenababy.com.

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About LENA Foundation

The LENA Foundation develops advanced technology for the early screening, research, and treatment of language delays and disorders in young children. Philanthropists Terrance "Terry" Paul and Judith "Judi" Paul formed the not-for-profit organization through a multimillion-dollar gift. Over a five-year period, the foundation created the LENA (Language ENvironment Analysis) System, the world's first automatic language collection and analysis tool and the foundation's principal technology. The foundation employs a team of scientists and engineers skilled in computerized speech and speaker recognition, microelectronics, statistical research, and children's language acquisition and development; they are dedicated to helping the foundation enhance language development worldwide.