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NOVEL EFFECT INVITES LIBRARIANS TO JOIN THEIR STORYTIME SQUAD

SEATTLE, WA — Novel Effect, the groundbreaking voice-driven storytelling company, announced today the launch of its Storytime Squad literacy initiative, which will regularly receive free resources from Novel Effect. These resources include books, activities, and other goodies designed to increase young readers' engagement during storytime.

The initiative, designed specifically with early literacy and librarians in mind, will debut during the ALA Midwinter Convention being held January 24th - 28th at the Washington State Convention Center in Seattle. Librarians are invited to visit booth 1204 to meet the Novel Effect team, participate in live storytime events, and sign up to be an inaugural member of the Storytime Squad.

I love Novel Effect, it brings so much to storytime in the library. It gives it that little extra something that keeps the kids entranced in the story that I'm reading.

- JK, School Librarian,
Seattle Public Schools

"Since the Novel Effect app launched in 2016, we have noticed that a significant number of our users are librarians," said Melody Furze, Co-Founder and Chief of Education for the company. "As we get ready to launch an updated version of our iOS app and to release our first Android app, we wanted to ensure that we were engaging with these users directly and working with them to continue to improve the experience for beginning readers -- that is where the Storytime Squad comes in!"

Novel Effect's free flagship mobile application of the same name uses voice recognition to bring books of all kinds to life by syncing background music and sound effects to a storyteller's voice as they read a book aloud.

"The evidence is clear as regards reading aloud to children. Ample research demonstrates that reading aloud to young children promotes the development of language and other emergent literacy skills, which in turn help children prepare for school" - Duursma, Augustyn, & Zuckerman (2008).

Continued Furze, "In a pilot study on Novel Effect's impact on literacy, our research showed greater physical attentiveness to the story being read and student requests for subsequent readings. We are excited to be at ALA to share this information and very much look forward to continuing to develop relationships with the librarian community."

Those not able to attend the ALA Midwinter Convention can learn more about our Storytime Squad on the [Novel Effect blog](#).

DOWNLOAD FREE:

iOS: <https://apple.co/2dsswGr>

ABOUT NOVEL EFFECT

Seattle-based Novel Effect, a leader in voice-driven entertainment bridges the human and digital worlds, creates community, and encourages interactive storytelling. Novel Effect uses speech recognition to synchronize special effects, sounds, and music in real time putting a storyteller in control of their favorite media. The free Novel Effect flagship app has received numerous awards, including a Webby, Cynopsis, Parents' Choice and Mom's Choice award. Founded in 2015, Novel Effect was a participant in the 2017 Amazon Alexa Accelerator, powered by Techstars, and has patent-pending technology that was featured on Shark Tank.

FIND NOVEL EFFECT ONLINE:

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