Here's what schools are saying...

"Brian Richards was amazing to work with! He customized a show to meet our needs and engaged all students during the show with his humor and amazing magic tricks. He continued to reinforce the importance of reading during the entire Readers are Leaders show which was a perfect way to kick off our 'I Love to Read Month' activities! We will definitely invite him back!" **- Kristy Nelson, Literacy Coach, Eisenhower Elementary, Hopkins, MN**

"Our students really enjoyed your program! I am still getting thank you-s. I will endorse your performance to anyone who asks. The show was entertaining and right on with the message about reading. The students were totally engaged and excited by the show. Thanks for all of your hard work and excellent timing:)" **-Mary DeYoung - Moose Lake School District**

"Thank you, Brian, for your tremendous performance at our Literacy Intervention Family Night. We've had a great response from parents/kids who attended, and were amazed that even with the inclement weather, so many families trekked out into the sleet and snow to make it. Thanks for making our Family Night a success!" **-Sandra Riehl, Literacy Intervention Specialist Sweeney Elementary**

"Brian Richard's Reading Is Cool magic show is extraordinary. He provides a highly entertaining magic show that is completely effective with primary age children. He understands a primary audience- he knows how to make kids laugh and how to maintain control in a positive way.

In addition to his fine magic skills, Brian presents important messages about reading without being preachy. Until I saw his printed material, I thought his performance had been specifically tailored to our reading program. It was just excellent.

I would strongly recommend Brian's Reading Is Cool for any primary school looking for a great magic show. You'll get a great performance and a boost for your reading program to boot!" **-Frank Johnson, Principal, Peter Hobart Primary Center**

To view a Cable 12 feature on "Kids Who Read 'R' COOL

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