

## FOR IMMEDIATE RELEASE

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## Grand Opening of SOAR Headquarters in Depew Aims to Tackle Literacy Crisis in WNY

**Depew, NY — June 19, 2025** — The community is invited to attend the **grand opening of SOAR (Stands of Accelerated Reading)**, a revolutionary new center dedicated to early literacy intervention and acceleration, located at **6224 Transit Road, Depew, NY**. This landmark event will feature tours, meet-and-greets, interactive demos, and an opportunity to hear directly from educators and literacy experts committed to turning the tide on reading failure in Western New York.

**Media outlets and journalists are encouraged to schedule pre-event interviews and cover the event live.**

Recent national reports have shown that **6 out of 10 children in the U.S. are not reading at grade level**—a staggering crisis that demands urgent action. In response, SOAR is launching a bold, science-based literacy campaign to give every child the tools to succeed, starting with reading.

**Suzanne Pollutro**, one of only a handful of **Level 4 Master Certified Instructors** in the country through the **Institute of Multisensory Education (IMSE)**, is at the helm of SOAR. A lifelong educator, Pollutro has trained dozens of teachers across the region in the **Science of Reading**. She is now bringing her mission to life through SOAR's flagship location in Depew.

### What Makes SOAR Different?

- **One-on-One Literacy Intervention & Acceleration** using research-backed, multisensory techniques
- **Educator Training & Certification** in partnership with IMSE, empowering teachers to bring Science of Reading methods into their classrooms
- Individualized instruction tailored specifically for each student's needs.

- Plans to expand across the region and into other states in the 2025-26 school year

“We’re not just teaching kids to read. We’re restoring their confidence, reigniting their joy in learning, and giving families hope,” said Pollutro. “We’re also equipping educators with the tools they need to truly make a difference.”

SOAR leverages the nationally recognized **IMSE curriculum**, aligning instruction with the latest research in cognitive science, phonological awareness, and structured literacy. As part of its growth strategy, SOAR is actively seeking **IMSE-trained educators** and literacy specialists to join its expanding team.

## **Coming This Summer: A Major Announcement**

Stay tuned—later this summer, SOAR will unveil a **massive regional opportunity** to transform literacy outcomes across schools in Western New York. This initiative is expected to impact thousands of students and educators, and the media is encouraged to follow this developing story.

### **Event Details:**

**What:** Grand Opening of SOAR Headquarters

**When:** June 19, 2025

**Where:** 6224 Transit Road, Depew, NY

**Who Should Attend:** Parents, educators, school administrators, literacy advocates, and the general public

**Media:** Pre-interviews available upon request. On-site press check-in will be available.

Join the movement. Be part of the change.

**Help Western New York’s children SOAR.**

For more information or to schedule interviews, visit [www.soartutoring.com](http://www.soartutoring.com) or contact [media@soartutoring.com](mailto:media@soartutoring.com)