

NEWS RELEASE

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For Immediate Release

Benchmark Education Company Wins Two 2024 SmartBrief Education EdTech Readers' Choice Awards

StartUp BuildUp SpiralUp Phonics and Facilitated Book Studies are honored as favorite edtech solutions.

NEW ROCHELLE, NY, September 20, 2024—Leading educational publisher Benchmark Education Company (BEC) is proud to announce that two of its programs are winners in the 2024 SmartBrief Education EdTech Readers' Choice Awards. The company's [StartUp BuildUp SpiralUp Phonics](#) won in the category of Reading & Literacy and [Facilitated Book Studies](#) won in the Professional Development category.

The annual SmartBrief Education EdTech Readers' Choice Awards recognize the favorite and most relied-upon edtech solutions and platforms from the last 12 months, as nominated and chosen by SmartBrief readers.

StartUp BuildUp SpiralUp Phonics is built on Science of Reading research and the tenets of Structured Literacy to support small-group phonics instruction. It includes decodable readers created under the guidance of phonics expert Wiley Blevins, Ed.D., along with tailored, student-centered instruction and diagnostic and cumulative assessments. The program's grab-and-go format delivers instruction in skill bags across grades K-2+ for easy and efficient organization.

"It's great for flexible teaching with its on-the-go format," noted an educator at The College of New Jersey who voted in the awards, according to the [SmartBrief website](#). "Plus, it follows the Science of Reading!"

Facilitated Book Studies is an integrated program of online, collaborative, and action-focused professional learning, designed for teacher study groups led by a facilitator. Each study focuses on a specific book and topic and comes with supporting resources to guide teachers and teacher leaders through a systematic yet flexible learning experience designed to maximize professional growth.

"We're so pleased to receive these two awards and the recognition of SmartBrief readers who have used *StartUp BuildUp SpiralUp Phonics* and *Facilitated Book Studies* over the last year," BEC President Sera Hoffman said. "It is both gratifying and encouraging to know that these resources are providing students and educators with exactly what they need to grow and succeed, just as we designed them to do."

(more)

ABOUT BENCHMARK EDUCATION COMPANY

Benchmark Education Company (BEC) is a leading publisher of core, supplemental, and intervention literacy and language resources in English and Spanish. BEC is also a provider of exceptional professional development to educators.

BEC is recognized as a responsive publisher that offers equally rigorous and engaging digital, print, and hybrid learning materials grounded in the Science of Reading research. BEC monitors research outcomes carefully to create effective foundational resources that include strong decoding materials with systematic and explicit instruction and high-quality resources focused on language development and comprehension. BEC's content-rich and authentic texts offer instruction in close reading and analysis, multiple perspectives, and authentic literature while building world knowledge and reflecting the individuality of every student in each diverse classroom.

Family owned and operated for more than 25 years, BEC is committed to partnering with educators to provide the best for all students through resources of exceptional quality, world-class professional learning, and effective and dedicated customer support.