

CALeidoscope

Vol. 5 No. 1

News from Creative Adaptations for Learning

38 Beverly Road, Great Neck, NY 11021-1330 • Phone: (516) 466-9143

CAL Products Now Available At New, Greatly Reduced Pricing!

What could be better than Creative Adaptations for Learning products, which make images clearly perceptible to the blind or visually impaired?

The answer is easy: the wide range of CAL products

Initial Individual Contribution Gets Campaign Rolling

The Creative Adaptations for Learning Board of Directors, President Muriel Turk and Executive Director Shirley Keller extend their thanks and appreciation to Elayne Bernstein for her generous donation, beginning the campaign to underwrite the cost of CAL products.

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available at new, substantially lower prices!

Through generous corporate and individual underwriting, the prices of many of the products in the CAL catalog have been cut by half or more. The popular CAL-tac Shape Flashcards in the "Beginner Set," for example have been reduced from \$32 to \$16 and the "Advanced Set" has gone from \$38.50 to \$19. The 44-piece set of CAL-tac Counting cards, now \$25, had been \$57.50, and the 26-card set of Alphabet Flashcards and 30-card set of Clothing Cards, both formerly \$45, are now only \$22.

CAL also offers an extensive selection of note-cards with envelopes for only \$2.75 each. Orders of ten or more cards will be discounted by

ten percent. Selections include "congratulations" cards with a picture of balloons, "happy birthday" cards featuring a clown face or a birthday cake with a candle, a "season's greet-
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Foundation Grant Underwrites Cost Of Development

Creative Adaptations for Learning has received a major grant to be used to underwrite the development of a new product for blind children. The grant is from the Foundation for Sight and Sound, a Long Island, New York based organization that supports agencies working
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This issue of CALeidoscope was made possible through a generous contribution from Astoria Federal Savings.

Products Available at New Reduced Pricing!

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ings” card with either a snowperson or bells and holly illustration, and cards featuring hearts, a butterfly, flowers, stars and an American flag, among many other choices.

CAL’s newest product offering, a “TOUCH and

LEARN Tactile Activity Book,” engages the pre-braille reader in a variety of skill-building activities. It is priced at only \$22.

“Humpty Dumpty and Other Touching Rhymes,” the popular CAL-tac book illustrating many memorable children’s nursery rhymes, is

now only \$24. And, “Touch the Stars,” the tactile guide explaining the solar system is priced at \$30.

For a complete catalog of CAL products, call Creative Adaptations for Learning at 516-466-9143 or visit calinfo@cal-s.org, the CAL website.

Corporations, as well as foundations and individuals, are invited to help CAL bring its products to more of the visually impaired by helping to underwrite their cost. For details on underwriting opportunities, call CAL at 516-466-9143.

Grant Underwrites Development Cost

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with people with vision or hearing impairment.

The Foundation for Sight and Sound funding will be used, in cooperation with National Braille Press, for the production of CAL’s new TOUCH and LEARN Tactile Activity Book. The grant will place the book’s pricing within reach of a greater number of consumers, according to Shirley Keller, CAL executive director.

Distribution of the book has already begun, “and it is gratifying to see how appreciative so many of the recipients have been,” she said.

The organization now known as The Foundation for Sight and Sound was founded by Mitch Shapiro in 2004. Its purpose is to carry out its founder’s dream: “to raise money and give it away” to qualifying grant applicants whose projects, services and programs enhance the quality of life for those with visual and/or auditory challenges.

“The activity book will be distributed through National Braille Press at subsidized pricing because of the generosity of The Foundation for Sight and Sound,” Ms. Keller said. “It will be available to students, schools and libraries.”

Some of the books will also be used by National Braille Press through a grant from Reader’s Digest to fund a project to determine the value of tactile graphics in literacy.

Further information about the study, as well as the TOUCH and LEARN Tactile Activity Book, is available by calling CAL at 516-466-9143.

Initial Individual Contribution Gets Campaign Rolling

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Personal contributions, as well as those made by the business community and foundations, will enable the acclaimed products made by CAL to be placed in the hands of a greater number of children.

To find out more about how your contribution can benefit blind children, call CAL Executive Director Shirley Keller at 516-466-9143 or e-mail her at calinfo@cal-s.org.

From the Director: Why Lower Our Prices?

By Shirley Keller

To paraphrase an old tune: what a year this has been, what a great mode we're in, why it's almost like finding success.

With a generous award granted to CAL from The Foundation for Sight and Sound, CAL completed the preparation of another first-of-its-kind CAL-tac educational book: "TOUCH and LEARN Tactile Activity Book" designed as a literacy tool for young pre-braille readers. The book is already doing well, having been enthusiastically received in several school districts in the New York area.

National Braille Press is using 100 copies of the activity book for a research study to show the effectiveness of tactile graphics in a reading readiness program. The Readers Digest Partners for Sight

Foundation is funding this project. So the alphabet soup of progress now reads: FSS funds CAL, which consults for NBP to research effectiveness of tactile graphics funded by RDPSF.

An additional 400 copies of CAL-tac "TOUCH and LEARN Tactile Activity Book" will be ready for distribution by year's end.

Several workshops, at an international conference about tactile graphics hosted in the U.K. used CAL-tac material as examples of how well-conceived and well-constructed tactile graphics should look. "Visio," a research institute in the Netherlands, displayed the study they published that used four sets of CAL-tac flashcards.

Next: Despite soaring costs, CAL is not only resisting the urge to raise its prices, but we are taking a drastic, bold step. CAL will be cutting its prices! You

read that correctly. CAL is reducing the price of most products by about 50 percent.

Why? The average parent or teacher can go into any book or toy store in America and find an abundance of books for children with enticing pictures and activities in print, available for less than \$10. In fact, most children have many print items in their homes, schools and libraries. Not so for children who are blind. For them, a single volume is treasured, partly because the cost is so great.

CAL is convinced that as a not-for-profit organization, it is incumbent upon us to make our unique materials available to our consumers at realistic prices. To do so will require donors to help underwrite the differential. We look forward to your support.

Why We're Big and Yellow!

Notice CALeidoscope's goldenrod background color? The color yellow is universally used against black print because it is the best contrast for ease of reading. That's why CAL, school busses and taxicabs all use a "goldenrod" background with black writing.

CALeidoscope's postal indicia reads: "Free Matter for the Blind" accompanied by the state-

ment: "Large Print Edition." Through the effort of Helen Keller, in 1935, Congress passed legislation permitting mail to be sent to or from "the blind" free of charge. Of course, a few strings are attached: the material must be written in Braille or large print (14-point type or greater) and must be unsealed. They probably didn't want any interlopers to abuse the privilege!

CAL Receives Major Grant

Foundation for Sight and Sound President Mitch Shapiro presents CAL Executive Director Shirley Keller with an oversized check, formally underwriting CAL product development.



Creative Adaptations for Learning

38 Beverly Road, Great Neck, NY 11021-1330

Our mission is to make pictures "visible" to people who are blind the way printed words have been made "readable" through braille.

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CAL-tac is the trademark for the tactile graphics produced by Creative Adaptations for Learning.

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Free Matter
for the Blind
and Physically
Handicapped

Large Print Edition

For further details on topics in this newsletter
log on to the CAL website: www.cal-s.org