

FOR IMMEDIATE RELEASE

**Neuhaus Education Center Honors Literacy Advocates and Empowers *Literacy for All*
2024 Literacy Lights the Way Luncheon Celebrates Champions of Reading**

Houston, TX – (April 16, 2024) – Neuhaus Education Center, a pioneering force in promoting *Literacy for All*, is excited to extend a warm invitation to members of the media to attend and cover the highly anticipated [2024 Literacy Lights the Way Luncheon](#). This highly anticipated event will take place on April 18, 2024, at the prestigious venue of [The Post Oak Hotel at Uptown Houston](#).

Event Details

Date: Thursday, April 18, 2024
Time: Check-in begins at 11:00 a.m.
Program begins at 11:30 a.m.

The luncheon promises to be an inspiring occasion celebrating Neuhaus Education Center's unwavering commitment to advancing literacy for over 44 years, with esteemed chairs Catherine and Edward Crain leading the charge. This year's event will also pay homage to the outstanding contributions of longtime supporters and literacy champions, Betty and Bob Palmquist. "We are thrilled to be a part of an organization that has made such a profound impact on countless lives, including our own," expressed Bob Palmquist, past board chair and esteemed honoree of the luncheon. "Neuhaus Education Center's commitment to the science of reading has transformed educational landscapes across the nation, ensuring that no reader, especially those with dyslexia, is left behind. The ability to read proficiently is the cornerstone of success in every aspect of life."

Distinguished guests at the luncheon will have the privilege of hearing from keynote speaker Dean Bragonier, CEO of [NoticeAbility](#) and a passionate advocate for individuals with dyslexia, including an acclaimed TED Talk, "[The True Gifts of a Dyslexic Mind](#)." Bragonier will illuminate the audience on the remarkable strengths and abilities that individuals with dyslexia possess, underscoring the critical importance of high-quality literacy instruction for all students.

Dr. Tracy White Weeden, President and CEO of Neuhaus Education Center, emphasized the urgency of the literacy crisis, particularly in Houston, where a staggering 73% of third graders are not reading at grade level. "Our mission to address this issue is a moral imperative," stated Dr. White Weeden.

"Research unequivocally demonstrates that illiteracy has a generational impact on digital literacy, financial literacy and health literacy. 1 out of 3 adults in our city are struggling with illiteracy. Houston has a problem, and Neuhaus offers an evidence-based solution leading to a positive generational impact. Our mayor wants to reduce crime. Preventing reading failure is the best antidote to reduce crime, and elevate the human potential of every Houstonian. I believe Houston could become the most literate city in the nation. Neuhaus Education Center stands as a beacon of hope, offering transformative solutions to break the cycle of low literacy."

Founded in 1980, Neuhaus Education Center has equipped nearly 100,000 educators with its evidence-based approach to literacy instruction, empowering teachers and benefiting students of all abilities. The organization provides nationally and internationally recognized pathways to certification for educators seeking to specialize in dyslexia and reading difficulties. Additionally, Neuhaus offers free community programs, extending its reach to learners of all ages seeking to enhance their literacy skills.

The 2024 Literacy Lights the Way Luncheon is made possible by the generous support of the host committee, comprising influential figures such as Eddie and Chinhui Allen, Laura and Tom Bacon, and Susan and Bob Boykin, among others.

Media representatives interested in attending and covering the 2024 Literacy Lights the Way Luncheon are encouraged to visit www.neuhaus.org for more information or contact info@neuhaus.org.

Join us as we illuminate the path to literacy and empower individuals to unlock their full potential.

For media inquiries, please contact:

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Neuhaus Education Center has been a pioneer in providing literacy solutions in Texas and beyond. We're making an impact to unlock a brighter future of *Literacy for All*. Visit www.neuhaus.org to learn more.