



“Hello” to languages in the new school year

Rosetta Stone welcomes the new curriculum change and highlights the importance of parents supporting language learning at home

August 20, 2014, London – [Rosetta Stone](#), the leading provider of language-learning solutions, encourages parents to get ready, as starting September foreign language teaching is compulsory for state-maintained primary schools under the English National Curriculum. Foreign languages are now part of all primary school teachings and parents can help support their children’s education by extending their language learning beyond the classroom and into the home with Rosetta Stone’s language solutions.

A recent UK survey by Rosetta Stone revealed that six in ten respondents think that languages are not given enough significance in education, with almost 75% of people admitting they regret not placing more importance on language learning when they were younger. To ensure children are prepared and encouraged to learn a foreign language, parents can create a language learning environment at home in advance of and throughout the new academic year through the use of technology.

“We believe getting children into languages at an early age can really help them understand different cultures and open the door to new opportunities when they’re older,” says Gustaf Nordbäck, Managing Director EMEA at Rosetta Stone. “Language skills are invaluable in today’s global environment and we welcome the government’s initiative. In this technology age, tools are available to parents to help children succeed in language learning.”

By encouraging their children to learn a new language, parents are helping them:

- **Gain global curiosity:** By using guessing games, songs and films parents can spark their child’s interest in different languages and cultures
- **Nurture their brains:** Bilingual children are often better at multitasking and focusing attention, can learn to read at a younger age, and generally find it easier to learn other languages
- **Create closer bonds:** Learning a language together can be fun and can help to create a special bond between parents and children.

If parents are looking for ways to support their child’s school during the national curriculum reform, they can do so by encouraging their participation in the second year of the #Languages4Schools project. This year the project invites London based primary schools to be among five winners of a year-long free access to Rosetta Stone language-learning in their language of choice for thirty pupils in each school. For more information visit www.rosettastone.co.uk/blog/languages4schools.

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About Rosetta Stone

Rosetta Stone provides cutting-edge interactive technology that is changing the way the world learns languages. The company’s proprietary learning techniques—acclaimed for their power to

unlock the natural language-learning ability in everyone— are used by 8,000 corporations, 9,000 public and non-profit agencies, 20,000 educational institutions and over 9 million of learners around the world. Rosetta Stone offers courses in over 20 languages, from the most commonly spoken (like German, Spanish and Mandarin) to the less prominent (including Vietnamese, Swedish and Tagalog). The company was founded in 1992 on the core beliefs that learning to speak a language should be a natural and instinctive process, and that interactive technology can activate the language immersion method powerfully for learners of any age.

Rosetta Stone is based in Arlington, VA, and has offices in Harrisonburg, VA, Boulder, CO, Austin, TX, San Francisco, CA, Seattle, WA, Seoul, São Paulo and Dubai. The office for Europe is in London.

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