

Coupon Match

Primary Objectives

17b. Uses print concepts

Why It's Important

Children begin to recognize letters and words on cereal boxes, snack wrappers, and food labels at a very early age. Involving your child in activities using print in his environment encourages him to use his emerging reading skills to make print meaningful.

Materials

Empty food and other commercial product containers or brand-name labels; coupons that correspond to the products

What You Do

1. Put a collection of product containers or labels in the paper grocery bag. Put their corresponding coupons in an envelope and place the envelope in the same bag.
2. Invite your child to explore the contents of the bag with you. Take one item out of the bag at a time. Sweep your hand underneath the words on the label and ask, *Do you know what these words are?*
3. Make comments that will help your child recognize what he sees. *This word starts with the same letter that begins your name.* Continue to call attention to similarities in words (e.g., *wheat* and *wafers*).
4. Take the envelope of coupons out of the bag. Lead a brief discussion about the coupons, asking your child if he knows what they are and how people use them. Show your child how each coupon is printed with a product name and picture.
5. Explain that there is a coupon to match each product. Spread the coupons out on the floor or table and have your child choose a coupon. Read the product name, and then ask your child to find the matching container. Point out visual clues to help your child, if needed. *These labels both have a blue circle. What else do you see that's the same?*
6. Encourage your child to talk about the similarities he sees between the coupons and the corresponding products.