

# Free tips and games for your little one straight to your phone.

Text **PLAY** to **274-448** to sign up!\*

- Messages tailored to your child's age
- Tips, games, activities, and resources to support healthy development
- Local resources and events in your community



## Why participate?

### 92% more confident

92 percent of caregivers report feeling more confident as a result of receiving Bright by Text messages.

### 3-months ahead in language development

Children are, on average, three months ahead in language development compared to non-BBT subscribers.

## About:

Bright by Text is a free texting service for New Mexico families that delivers messages—in English or Spanish—to help your child learn and grow.

Texts include research-based content from these trusted sources:



\*Standard message and data rates apply.

Scan me!