

It can raise
your grades
in other
subjects.



WHY LEARN ANOTHER LANGUAGE? BECAUSE...

You've always wanted to be
an international spy, right?



Your future best friend may speak it.



It can help you
conquer those
bubble tests.



The bigger your world is,
the bigger your heart.



It's good for
your brain.



It makes you
more creative.



It can help you land
an awesome job.



It can help you get into
your dream college.



TOP 3 REASONS

to Learn a New Language





French Russian Spanish German Hebrew

bilingual people are sexy

the sexiest accents



270

British dating agencies agreed that people who speak a foreign language are **more attractive.**



Children raised by bilingual couples are more likely to have better **memory and overall intelligence.**

63%

of those surveyed have dated someone who speaks a different language.

95%

of those surveyed think that learning a second language would improve their brain power.

Students who study a foreign language for

4 or more

outperform their classmates

mental benefits of learning languages



Bilinguals find it easier to learn a **third language** than monolinguals do to learn a second.

4x

People who speak 2+ languages are **less likely to have cognitive impairment.**



benefits of speaking a country's native language when traveling

An increase of **3X** over 20 years

US students who studied abroad for credit.

Travel

12%

Each year the number of international students increases by



97%

of those surveyed said that knowing another language makes traveling to other countries easier.

98%

of those surveyed thought that learning a second language would help their career.

Money

Over 1/3 of businesses

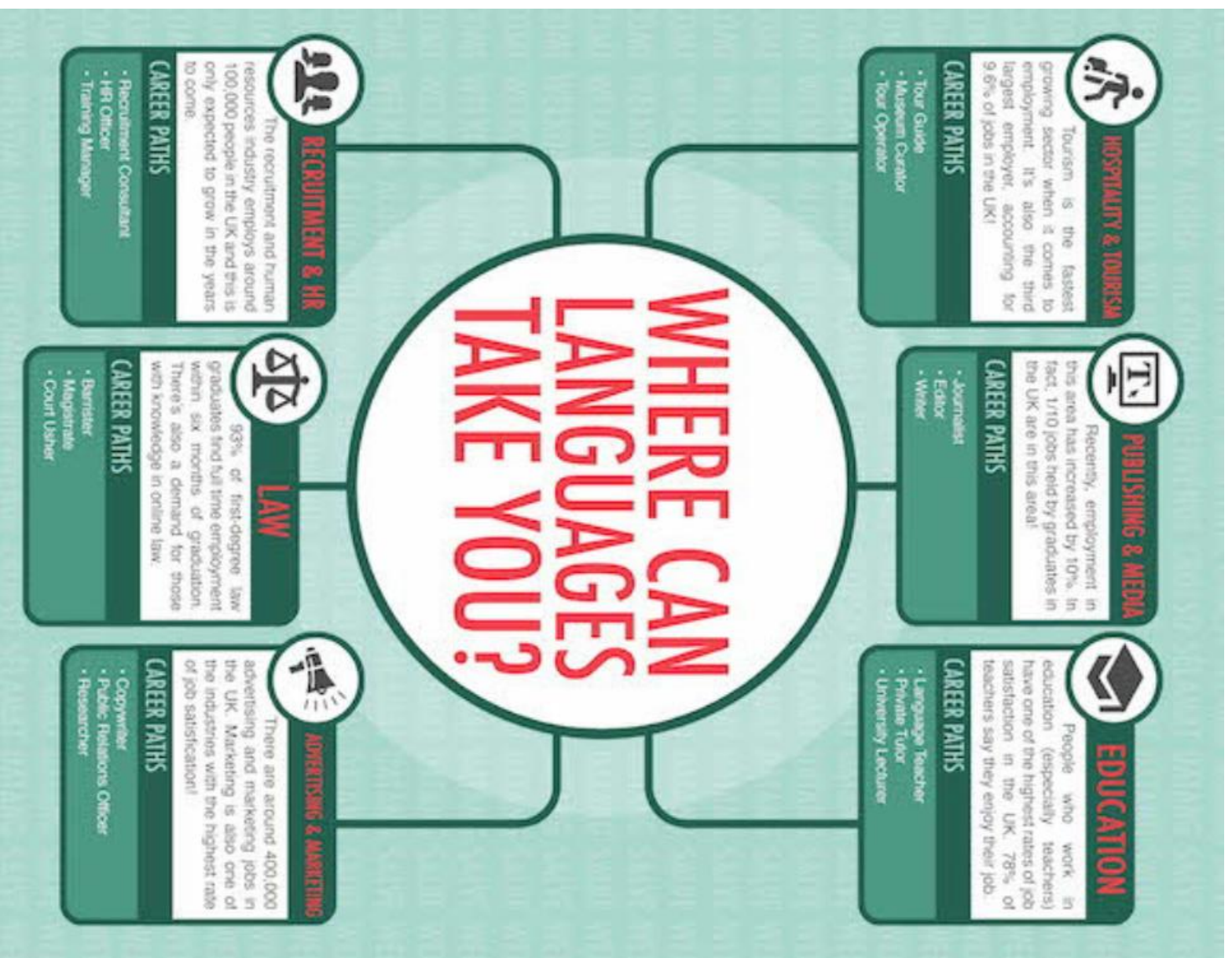
want people specifically for their language skills.

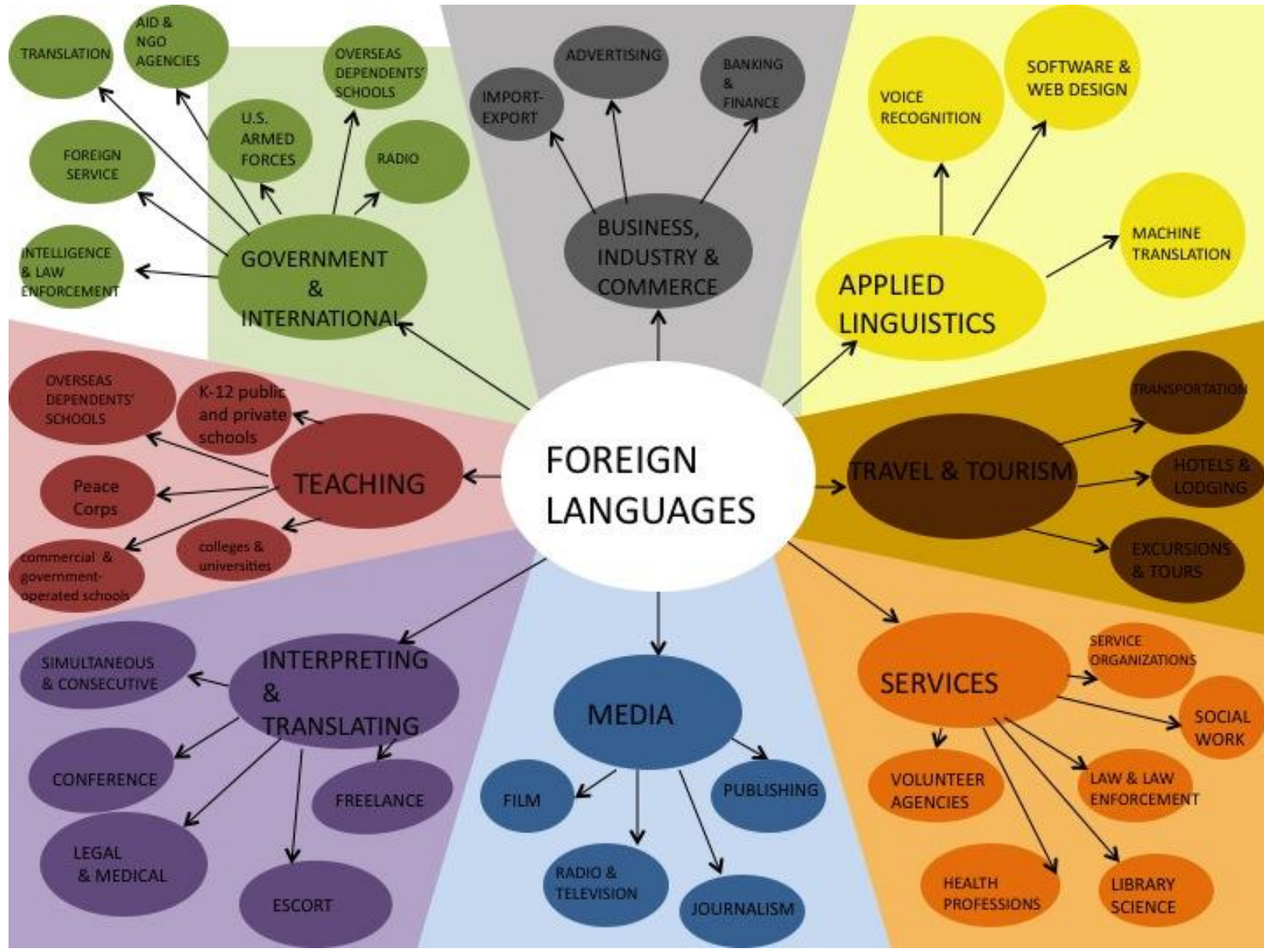
20%

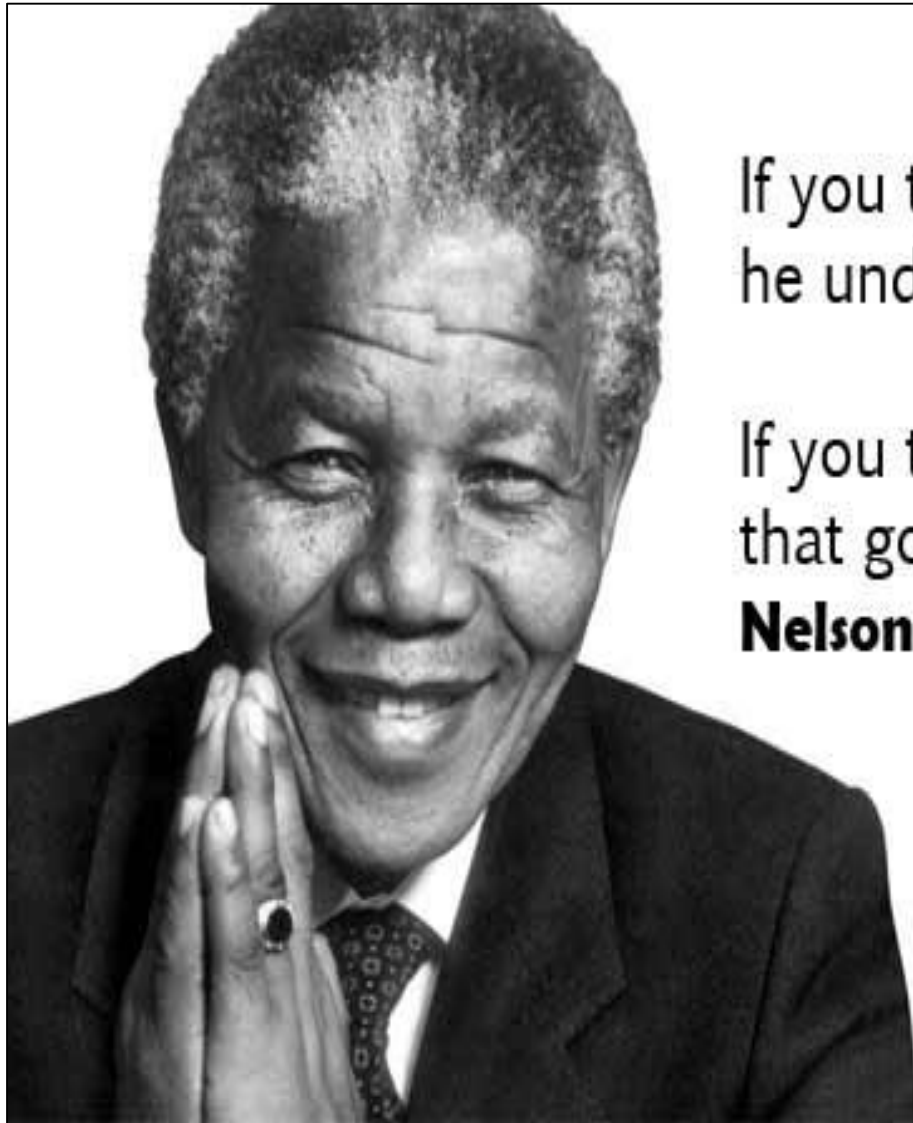
Multilingual employees can expect a salary uplift of up to in certain jobs.

occupations in which speaking 2+ languages is beneficial









If you talk to a man in a language
he understands, that goes to his head.

If you talk to him in his language,
that goes to his heart.

Nelson Mandela