



*Hip Hip Hooray! Super Readers Save the Day!*

## ***Super WHY!***

**Super-Charged, Literacy-Powered Animated Series  
To Launch in PBS KIDS® Preschool Block -  
September 3, 2007**

***Out of the Blue Takes Off With Superhero Show that Helps  
Kids Learn to Read Through Interactive Storybook Adventures!***

New York, NY, May 21, 2007 - *Super Readers to the rescue!* With a breakthrough interactive approach to reading education, classic fairytales with an innovative preschool twist and colorful and empowering young heroes, *Super WHY!* will captivate children, families and teachers alike when it bounds onto **PBS KIDS on Labor Day, Monday, September 3, 2007, at 9 a.m.** (check local listings) as part of the popular PBS KIDS preschool programming block. In every fantastical episode of *Super WHY!*, young viewers dive directly into a pop-up book to experience a brightly-illustrated children's tale brought to magical life.

*Super WHY!* is the first original program from **Out of the Blue Enterprises**, the newest "kid" on the block and one of the most groundbreaking originators, producers and brand development visionaries in interactive children's entertainment today. Out of the Blue is led by the creative/business team of Angela C. Santomero, an Emmy-nominated creator of *Blue's Clues*, one of the greatest kids' entertainment success stories; and Samantha Freeman Alpert, a former Nickelodeon executive and veteran in business development, brand marketing and licensing of children's content. Their mission, beginning with *Super WHY!*, is nothing short of changing the landscape of children's entertainment one program at a time through the development and production of original entertainment brands that are cutting-edge, interactive, educational - and above all, engaging and fun.

Reading is power and *Super WHY!* is the only preschool property created to help kids learn the fundamentals of reading through interactive storybook adventures. The program represents a unique approach to preschool educational television, featuring a team of superhero characters with literacy-based powers, who jump into books to look for answers to everyday problems. The home viewer is the superhero sidekick, who is encouraged and

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empowered to participate in the reading adventure by playing research-based literacy games. ***Super WHY!*** is produced by Out of the Blue in conjunction with Canadian-based **Decode Entertainment Inc.** and **C.O.R.E. Digital Pictures Inc.** The series has a fresh, groundbreaking multimedia aesthetic - with a winning combination of two- and three-dimensional animation formats, adorable characters and immersive environments.

"We designed ***Super WHY!*** to inspire preschoolers to learn to read and develop a lifelong love of books," said Ms. Santomero, Creator of the new series. "The program effectively connects with young viewers and opens the door for them to discover answers to everyday questions and problems, helping to build self-confidence in their budding reading ability as they go."

"Out of the Blue is thrilled to launch our first original program on PBS KIDS," said Ms. Freeman Alpert, Executive Producer of the series. "In ***Super WHY!*** and everything we undertake, Out of the Blue is committed to creating breakthrough, dynamic and timely educational entertainment offerings for kids, families, caregivers and teachers."

"***Super WHY!***'s ability to help build children's literacy skills with adventure, interactivity and engagement is a perfect fit with PBS KIDS' goal to continue to provide entertaining, educational content that truly benefits children," said Linda Simensky, Senior Director, PBS Children's Programming. "Out of the Blue conducted extensive research with parents and kids to develop ***Super WHY!*** and it's evident that they genuinely know how to use their findings as a tool to guide the direction of the series."

Out of the Blue applies its proven research approach and techniques to ***Super WHY!***, including the thorough testing of each episode at key stages of development - script, animatic and the final show. Headed by Ms. Santomero and Dr. Alice Wilder, Ed.D Educational Psychology from Teachers College, Columbia University and former Director of Research for *Blue's Clues*, the educational research team behind the new series visits preschools, kindergartens, Head Start and daycare centers to speak directly with children ages 3-to-6. The team tests for overall comprehension, appeal, attention, interactivity and literacy elements among other facets of the series. They then collect and analyze their qualitative and quantitative findings to inform the completion of current and future episodes of the program. Reading researchers, teachers and educational TV experts simultaneously read the scripts and give notes, which also are incorporated into the final round of scripting.

Upon its launch this fall, the highly-anticipated new series will be in great company. PBS KIDS' programs are consistently in the top ten for kids ages 2-5, including ***Super WHY!*** "block mates" *Curious George*, *Dragon Tales* and *Clifford the Big Red Dog*. PBS KIDS has made a 65-episode initial commitment to ***Super WHY!***, and the progressive, multifaceted program is funded in part by a Ready To Learn grant from the Corporation for Public Broadcasting and the U.S. Department of Education, in partnership with PBS. The Ready To Learn initiative focuses on increasing literacy skills for children ages 2-to-8, with an emphasis on children from low-income families, through the use of multiplatform content developed with scientifically-based reading research.

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### **Inside Super WHY!**

The standout, imagination-stimulating new series focuses on the adventures of four fairytale friends - the ever curious and resourceful 6-year-old *Whyatt Beanstalk* (Jack's younger brother), *Red* of "Little Red Riding Hood" fame, *Littlest Pig* from "The Three Little Pigs" and *Princess Pea* of the classic "The Princess and The Pea."

As soon as a problem arises, *Whyatt* calls his friends to the Book Club, where they transform into reading-powered superheroes: *Alpha Pig* with Alphabet Power, *Wonder Red* with Word Power, *Princess Presto* with Spelling Power, *Super Why* with the Power to Read and *Super YOU* with the Power to Help. Together, they are the "Super Readers," jumping into books (literally) to find answers to everyday preschool challenges. The Super Readers embark on exciting reading adventures, where they play entertaining and amusing interactive reading games to overcome obstacles and save the day.

When they're not busy being superheroes, the four friends live in Storybrook Village, an enchanted town hidden deep behind the bookshelves of the library. The familiar meets the fantastic in Storybrook Village, a dynamic world made of found objects such as buttons, pipe cleaners, felt and game pieces that create a fascinating, yet recognizable and comforting, environment. When the Super Readers leap into a book, an amazing two dimensional pop-up world comes to life complete with a multitude of illustrative styles - from cut-out collages and water-color painted designs to pen and ink etchings.

### **Super WHY! Beyond the TV Screen**

To help further "super-charge" the interactive on-screen experience, this summer, Out of the Blue and PBS KIDS will launch an extensive ***Super WHY!*** community outreach program as part of the Ready To Learn initiative. Special ***Super WHY!*** Reading Camps will bring literacy-based fun and learning to five markets across the country in 2007, with a broad roll-out in 2008. ***Super WHY!*** also will be supported by a national educational outreach campaign with a tailored set of modular, series-inspired learning materials designed for use at local literacy events and book festivals as well as to help caregivers make the most of the program's many benefits for young children. The colorful materials will be available free to parents, educators and caregivers through local PBS stations nationwide.

***Super WHY!*** show content also will be extended online on the dedicated ***Super WHY!*** website at [pbskids.org/superwhy](http://pbskids.org/superwhy). The substantive and high-interest online destination will further reinforce the skills introduced in the show through exciting learning activities, age-appropriate games centered around the ***Super WHY!*** characters and free materials for parents and caregivers to download and use at home and in daycare centers.

In addition to ***Super WHY!***, Out of the Blue's projects include producing and directing the second season of PBS KIDS' popular preschool programming block, featuring Miss Lori and Hooper, to debut on September 3, 2007. The company also continues its ongoing relationship with Nickelodeon, most recently creating, writing and producing the new ten-episode series *Blue's Room*, which launched in January 2007 on Nick Jr., and the hour-long prime-time special "Meet Blue's Baby Brother," which premiered in August 2006 in celebration of the 10<sup>th</sup> anniversary of *Blue's Clues*.

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### **About Out of the Blue Enterprises**

Out of the Blue Enterprises is dedicated to developing a groundbreaking portfolio of individually-targeted children's entertainment properties under the direction of a proven management team led by Co-Founders Angela C. Santomero, M.A. Developmental Psychology from Teachers College, Columbia University and a Creator of the preschool entertainment phenomenon, *Blue's Clues*, and Samantha Freeman Alpert, MBA from Harvard Business School and a children's entertainment industry and marketing veteran. The company creates breakthrough, interactive and curriculum-based entertainment concepts that span a variety of viable platforms, including television, video, publishing and consumer products. In doing so, Out of the Blue stimulates the minds of kids and families, involves them in fresh and original ways and elevates their educational entertainment experiences to a whole new level.

### **About PBS KIDS and PBS KIDS GO!**

PBS KIDS, for preschoolers, and PBS KIDS GO!, for early elementary school kids, are committed to providing the highest quality non-commercial content and learning environment for children across the country. Providing age-appropriate, diverse programming for kids, PBS KIDS and PBS KIDS GO! programs consistently earn more prestigious awards than any other broadcast or cable network. Only PBS KIDS and PBS KIDS GO! have earned the unanimous endorsement of parents, children, industry leaders and teachers. With additional PBS resources to complement its programming, including PBS KIDS online ([pbskids.org](http://pbskids.org)), PBS KIDS GO! online ([pbskidsgo.org](http://pbskidsgo.org)), PBS Parents ([pbsparents.org](http://pbsparents.org)), PBS Teachers ([pbs.org/teachers](http://pbs.org/teachers)), PBS Ready To Learn services and literacy events across the country, PBS is providing the tools necessary for positive child development. PBS is a nonprofit media enterprise owned and operated by the nation's 355 public television stations, serving nearly 90 million people each week and reaching 99% of American homes.

### **About The Corporation for Public Broadcasting (CPB)**

CPB, a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of more than 1000 locally owned and operated public television and radio stations nationwide, and is the largest single source of funding for research, technology, and program development for public radio, television, and related online services.

### **About The Ready To Learn initiative**

The Ready To Learn literacy initiative is a five-year effort focused on developing PBS KIDS programs and related multi-media content to help children from low-income families, ages 2 to 8, acquire the skills they need to learn to read. The initiative is focused on using scientifically-based reading research to support the development of all content, on-air, online, in community activities and in formal and informal educational settings.

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***Soar onto Super WHY! at [pbskids.org/superwhy](http://pbskids.org/superwhy)  
For art and more information visit [pbs.org/pressroom](http://pbs.org/pressroom)***

#### Press contacts:

Grand Communications, Inc.

Alison Grand

212-584-1133

[alison@grandcommunications.com](mailto:alison@grandcommunications.com)

Gabrielle Torello

201-678-2824

[gabtpr@yahoo.com](mailto:gabtpr@yahoo.com)