



Super WHY!

Saves the Day - and Water! - With All-New Special Earth Day Episode

Critically-Acclaimed Literacy-Powered Superhero Series Flies High with Spring Debut of Season Two on PBS KIDS®

More Popular Fairytales and "Super" Reading Adventures in Store for Preschoolers Nationwide

It's the Super Readers to the rescue this spring with the premiere of nine brand-new exuberant interactive reading adventures that will delight children, families and teachers from coast to coast! **Featuring a special episode - just in time for Earth Day - the winning new season of *Super WHY!*, the breakthrough, learning-rich animated series from Out of the Blue Enterprises, takes off on PBS KIDS' popular preschool block, Monday, April 7, 2008** (check local listings). *Super WHY!* is an exciting part of the "PBS KIDS Share the Earth Day" celebration, a special programming and online event happening throughout Tuesday, April 22.

"Tiddalick the Frog," the Earth Day special based on the charming Australian folk tale of the same name - and a winning highlight of the second season, airs on the holiday, April 22, 2008 (check local listings). Super Why and his superhero pals visit Tiddalick, a puddle-jumping amphibian who LOVES to play in water, but keeps using it all up! This makes his friends, the kangaroos, very concerned because they can't take a bath or care for their garden - that's where the Super Readers step in. They discover the "Super Story Answer" of the day and, together with young viewers, learn that wasting water means there won't be enough to go around.

Each of the nine exciting and fantastical new episodes, including "Tiddalick the Frog," invite young viewers to dive directly into a pop-up book and experience a brightly-illustrated and beloved classic fairytale brought to magical life with an innovative *Super WHY!* style twist. The Super Readers embark on exciting reading journeys, where they play entertaining and

Super Why! Season Two on PBS KIDS/2

amusing interactive reading games to overcome obstacles and save the day. The never-before-seen ***Super WHY!*** storybook adventures transport young viewers into some of their favorite fairytales from "The Twelve Dancing Princesses" and "The Three Billy Goats Gruff" to "Thumbelina," "Beauty and the Beast" and more.

"Out of the Blue's mission is to revolutionize the landscape of children's entertainment through creating original entertainment brands, like ***Super WHY!***, that are interactive and educational - but above all, appealing, compelling and fun," said Angela C. Santomero, Creator and Executive Producer of the series. "We are happy to continue to fulfill our goal by introducing an Earth Day show, with a topical and age-appropriate message that kids can relate to, as part of an exciting new season of ***Super WHY!***"

"We are delighted to bring more adventures of Super Why and his fairytale friends to fans young and old on PBS KIDS," said Samantha Freeman, Co-Creator and Executive Producer of ***Super WHY!***. "The overwhelmingly positive feedback we've already received from parents, caregivers and teachers shows that ***Super WHY!*** successfully connects with preschoolers, inspiring them to learn to read."

The stand-out, imagination-building series represents a unique approach to preschool educational television, featuring a team of superhero friends with literacy-based powers, who jump into books for answers to everyday preschool problems and challenges. The home viewer is the superhero sidekick, who is encouraged to participate in the fun and learning. The standout, multifaceted program focuses on the learning escapades 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.

Super WHY! is produced by **Out of the Blue Enterprises** in conjunction with Canadian-based **Decode Entertainment Inc.** and **C.O.R.E. Digital Pictures Inc.** ***Super WHY!*** 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.

Every episode of ***Super WHY!*** undergoes extensive testing at key stages of development. 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 visits preschools, kindergartens, Head Start and daycare centers to speak directly with children ages 3-to-6. They assess for overall comprehension, appeal, attention, interactivity and literacy elements among other facets of the series.

Super Why! Season Two on PBS KIDS/3

The valuable learning-focused content of ***Super WHY!*** extends beyond the TV series to its action-packed website at pbskids.org/superwhy. The substantive and award-winning online destination keeps the ***Super WHY!*** experience going strong at home with cool features such as interactive character-driven games, adorable printables, free materials for parents and caregivers, "rockin'" music videos and engaging clips from the show. ***Super WHY!*** is supported by a national educational outreach campaign with a tailored set of modular, series-inspired learning materials. The colorful materials are available free to parents, educators and caregivers through local PBS stations nationwide. In addition, Out of the Blue and PBS KIDS have launched 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 across the country in the summer of 2008.

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, a Creator of the preschool entertainment phenomenon, *Blue's Clues*, and Samantha Freeman, 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), PBS KIDS GO! online (pbskidsgo.org), PBS Parents (pbsparents.org), PBS Teachers (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 73 million people each week and reaching 99% of American homes.

#

***Soar onto Super WHY! at pbskids.org/superwhy
For art and more information visit pbs.org/pressroom***

Press contacts:

Grand Communications, Inc.

Alison Grand

212-584-1133

alison@grandcommunications.com

Gabrielle Torello

201-678-2824

gabtpr@yahoo.com