



Hip Hip Hooray...!

Super WHY! Earns 2008 Daytime Emmy Award Nomination

**Super-Charged, Literacy-Powered Series on
PBS KIDS® Honored with Nod for
"Outstanding Preschool Children's Series"**

New York, NY, May 9, 2008 - *Super WHY!*, the breakthrough, critically-acclaimed animated series on PBS KIDS®, has received a coveted 2008 Daytime Emmy® Award nomination for **Outstanding Preschool Children's Series** from the National Academy of Television Arts and Sciences. Featuring a unique interactive approach to reading education, classic stories with an innovative preschool twist and colorful and empowering literacy superheroes, *Super WHY!*, produced by **Out of the Blue Enterprises**, engages preschoolers in interactive adventures while helping them learn to read and inspiring a lifelong love of books. The winners of the 35th Annual Daytime Entertainment Emmy Awards will be announced live on ABC from Hollywood's famed Kodak Theatre at 8 p.m. ET on June 20, 2008.

The prestigious recognition for *Super WHY!* is further affirmation of Out of the Blue's commitment to excellence in children's entertainment and its exceptional, proven research-based approach to educational yet engaging fare that is the hallmark of the animated series. *Super WHY!* is in impressive company, garnering its well-deserved nomination alongside other highly-regarded preschool TV mainstays such as PBS KIDS' *Sesame Street* and *Between the Lions*.

In addition, new episodes of *Blue's Room* - also created, written and produced by Out of the Blue - earned a nomination for a Daytime Emmy Award in the same category. The ten-episode series premiered in January 2007 on Nick Jr. The launch of the new series was preceded in August 2006 by the hour-long special "Meet Blue's Baby Brother," the highest-rated *Blue's Clues* primetime special in four years and the top-rated Nick Jr. special in three years.

"We're thrilled to receive a Daytime Emmy nomination for *Super WHY!*," said Angela C. Santomero, Creator and Executive Producer of the series. "Our goal is to deliver exceptional programming designed to nurture and inspire budding readers and we are excited to be recognized for creating a show that both educates and entertains young viewers. We also are delighted to be in such high-quality company - including our own *Blue's Room!*"

"Out of the Blue developed *Super WHY!* to foster a strong love of reading and books among preschoolers," said Samantha Freeman, Co-Creator and Executive Producer of the series. "The response from kids, families, teachers - and now the television community - has been nothing short of *super* and we're excited to be recognized with this important distinction for both *Super WHY!* and *Blue's Room*."

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 imagination-stimulating program debuted on PBS KIDS in September 2007 and airs within the popular PBS KIDS preschool destination. *Super WHY!* centers on four superhero friends with amazing literacy powers - *Alpha Pig* with Alphabet Power, *Wonder Red* with Word Power, *Princess Presto* with Spelling Power, and *Super Why* with the Power to Read. The home viewer - *Super YOU* - is the superhero sidekick with the Power to Help, who is encouraged and empowered to participate in the reading fun by playing research-based literacy games. Together, they are the "Super Readers," who embark on exciting reading quests and play entertaining interactive reading games to overcome obstacles and save the day.

Produced by Out of the Blue in conjunction with Canadian-based **Decode Entertainment Inc.** and **C.O.R.E. Digital Pictures Inc.**, *Super WHY!* has a fresh multimedia aesthetic - with a winning combination of two- and three-dimensional animation formats, adorable characters and immersive environments. *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 series is part of PBS KIDS Raising Readers, an initiative that 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.

Earlier this year, *Super WHY!* received a 2008 Parents' Choice Silver Honor Award, another testament to the standout series' proven literacy education content coupled with its compelling characters and storylines.

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, MBA from Harvard Business School and former Nickelodeon entertainment executive with extensive children's marketing experience. 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.

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

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