



# Celebrate Memorial Day with Super WHY! - Hurray for Heroes

*Literacy-Powered Two-Hour Marathon  
With New Episodes and Live Action Content To  
Premiere Nationwide on PBS KIDS®*

*On-Air Event Kicks Off a Whole Summer of  
Reading Fun with Super WHY!*

New York, NY, April 2009 - This Memorial Day, fans young and old across the nation can celebrate heroes with *Super WHY! - Hurray for Heroes, a special two-hour marathon airing Monday May 25, 2009 on PBS KIDS®* (check local listings). *Super WHY! - Hurray for Heroes* will delight preschoolers with two debut interactive episodes and two returning favorites, featuring the page-turning storybook adventures of Super Why and his fellow reading superheroes as they unveil what the power of reading can do. The special event also features never-before-seen live-action interviews in-between the episodes in which real kids share their thoughts about what it means to be a hero.

The special *Super WHY! - Hurray for Heroes* TV event kicks off a jam-packed summer of reading-powered fun that also will feature special *Super WHY!* theme weeks, online games and free downloadable materials designed to help families reinforce the literacy skill building lessons within the series and help nurture their own "super readers" at home.

"We created *Super WHY!* to provide kids with superhero role models they can relate to - who show them the power of reading and that they, too, can look for answers to life's challenging questions and problems within books," said Angela C. Santomero, Creator and Executive Producer of the series. "Memorial Day provides a perfect opportunity for us all to reflect on and honor all kinds of heroes and we're delighted to bring *Hurray for Heroes* to PBS KIDS. The summer months are also the perfect time for preschoolers to hone their budding reading skills and we're pleased to offer a number of great ways for them to do so all summer long."

In the action-packed, two-hour *Super WHY! - Hurray for Heroes* TV event, Super Why and his heroic storybook friends help a fairytale knight face his fears in the launch of *George and the Dragon*, travel "over the river and through the woods" in *Little Red Riding Hood*, jump into a book for an interactive island adventure in the debut of *The Swiss Family Robinson*, and show a stranded princess how to rescue herself in *Rapunzel*.

Leading up to the on-air event, PBS KIDS will feature an all *Super WHY!* video player at [pbskids.org/video](http://pbskids.org/video) where children can view their favorite clips from the show. Kids can also play fun reading games on the *Super WHY!* Web site which will launch the new Wonder Red's Freeze Dance Rhyming Game (<http://pbskids.org/superwhy>).

The storybook adventures continue in June with the kick-off of a "super" special summer reading campaign that will engage kids and caregivers through *Super WHY!*'s interactive Web site at [pbskids.org/superwhy](http://pbskids.org/superwhy), and through thousands of libraries across the U.S. Throughout the season, week-long *Super WHY!* Reading Camps will boost the early literacy skills of preschoolers in communities from coast-to-coast with learning-rich activities, games, and music. In August, PBS KIDS will focus on a different *Super WHY!* character each week and feature never-before-seen episodes of the top-rated show.

Reading is power and *Super WHY!* is the only preschool property created to help kids learn the fundamentals of reading through interactive storybook adventures. Produced by Out of the Blue Enterprises 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. 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 preschool challenges. The home viewer is the superhero sidekick, who is encouraged and empowered to participate in the reading fun by playing research-based literacy games.

*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.

***Super WHY! - Hurray for Heroes Episodes (check local listings for airtimes):***

"George and the Dragon" \* \* **NEW** \* \*

George and the Dragon - FE FI FO FUM! The Giant has stepped on Pig's toy, and he's scared to ask for it back. The super readers venture into a classic tale to meet intrepid Knight George, who is about to face his own fears and battle a dragon to

rescue a princess. But it turns out that George isn't quite so brave, and needs a little help...from an unexpected source!

"Little Red Riding Hood"

Boo! Wolfy won't stop tricking Littlest Pig and he has had enough! The Super Readers travel "Over the River and Through the Woods" into the story of Little Red Riding Hood on an adventure to find Little Red, her Grandma and the Wolf himself. Will talking to the wolf help Pig, or does this wolf have more tricks up his sleeve?

"The Swiss Family Robinson" \* \* **NEW** \* \*

The Swiss Family Robinson - Little Boy Blue is stuck on a little island in Storybrook Pond and can't get back to shore. Super Why and his friends head into the story of The Swiss Family Robinson to meet a family who is just as stranded as Little Boy Blue. They'll need to use what's around them to survive in this do-it-yourself island adventure!

"Rapunzel"

Princess Pea's kitten is stuck in the top of a tree! The Super Readers jump into a book and meet Rapunzel, who is also stranded high up in her tower. When climbing Rapunzel's hair proves to be (ouch!) a hair-raising idea, The Prince works together with the Super Readers to come up with a brand new rescue plan. Princess Pea discovers the value of a helping hand.

### **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.

### **About PBS KIDS® and PBS KIDS GO!<sup>sm</sup>**

PBS KIDS, for preschoolers, and PBS KIDS GO!, for early elementary school kids, offer all children the opportunity to explore new ideas and new worlds through television, online and outreach programs. With positive character role models and content designed to nurture a child's total well-being, PBS's online and community resources - including PBS KIDS online (pbskids.org), PBS KIDS GO! online (pbskidsgo.org), PBS Parents (pbsparents.org), PBS Teachers (pbsteachers.org), PBS KIDS Raising Readers and literacy events across the country - leverage the full spectrum of media, technology and community to build knowledge, critical thinking, imagination and curiosity. Empowering children for success in

school and in life, only PBS KIDS and PBS KIDS GO! have earned the unanimous endorsement of parents, children, industry leaders and teachers. PBS is a nonprofit media enterprise owned and operated by the nation's 356 public television stations, serving more than 115 million people on-air and online each month.

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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)*

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