



**HIP! HIP! HOORAY!**

***SUPER WHY WONDERRIFIC WEEKS***  
**KEEP READING FUN IN AUGUST**

**Preschoolers Nationwide Can Build Key Literacy Skills on Exciting Reading Adventures with a Different Super WHY "Hero" Each Week - Only on PBS KIDS®!**

New York, NY - June 8, 2009 - The summer reading fun is about to heat up with *Super WHY Wonderrific Weeks*, debuting on PBS KIDS in August. The top-rated and Emmy-nominated series will help make reading "hot" every day of the month with unique, preschool-pleasing interpretations of classic tales - and the premiere of four never-before-seen literacy-rich stories! Every week showcases exciting episodes featuring a different *Super WHY* superhero, so young viewers can focus on the particular literacy skill of each character. Kids will kick off the month right with Alpha Pig's alphabet power; then tune in as Princess Presto waves her wand for some spelling fun; next, Wonder Red has a way with words; and, last but not least, Super Why saves the day with his amazing power to read!

"*Super WHY Wonderrific Weeks* is a great way for kids to have lots of fun while strengthening their 'reading power' along with their favorite *Super WHY* hero," said Angela C. Santomero, Creator and Executive Producer of the series. "Each of the four characters focuses on a different aspect of early literacy and the month-long event will help reinforce important reading skills for young viewers in a really engaging way."

*Super WHY Wonderrific Weeks* episodes include:

**August 3-8, starring Alpha Pig:**

*NEW! The Three Little Pigs: Return of the Wolf*

*The Emperor's New Clothes*

*The Three Little Pigs*

*Tom Thumb*

*George and the Dragon*

**August 10-14, starring Princess Presto**

*NEW! Alice in Wonderland*

*The Princess and the Pea*  
*The Stars in the Sky*  
*Sleeping Beauty*  
*Rumplestiltskin*

**August 17-21, starring Wonder Red**

**NEW!** *Dr. Doolittle*  
*Little Red Riding Hood*  
*Cinderella*  
*Peter Rabbit*  
*The Goose and the Golden Eggs*

**August 24-28, starring Super Why**

**NEW!** *Muddled Up Fairytales*  
*Jack and the Beanstalk*  
*The Twelve Dancing Princesses*  
*Goldilocks and the Three Bears: The Mystery*  
*The Boy Who Drew Cats*

And ***Super WHY*** really works! Two new studies clearly show that ***Super WHY*** viewers are learning the key reading skills presented in the critically-acclaimed series. The first study, conducted by the Annenberg School for Communications, University of Pennsylvania, proves that ***Super WHY*** empowers young viewers to learn to read - and learn to love reading. Preschool children who watched ***Super WHY*** for an eight-week period performed significantly better in measures of their early reading achievement when compared with preschool children who watched an alternate program. In addition, a second study found that the week-long summer ***Super WHY Reading Camps*** bring the animated series' successful signature approach to literacy education far beyond the TV screen. The studies were funded by the Corporation for Public Broadcasting (CPB) through a cooperative agreement from the U.S. Department of Education's Ready To Learn Grant.

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 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 find answers to everyday preschool challenges. The home viewer, the superhero sidekick, 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.

### **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!**

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 community-based programs. With positive role models and content designed to nurture a child's total well-being, PBS's children's media and family and educator resources - 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 ([pbsteachers.org](http://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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