



***Super WHY!* Reading Camps Boost Vital Literacy Skills For Young Readers From Coast to Coast**

Comprehensive Literacy Curriculum Brings Proven Research- Based Educational Approach of Award-Winning PBS KIDS® Series Straight Into Local Communities Nationwide

New York, NY - June 6, 2008 - This summer, preschoolers around the country will transform into Super Readers through special *Super WHY!* Reading Camps that will bring the literacy-powered animated series' signature approach to teaching preschoolers important reading skills far beyond the television screen. The Emmy-nominated *Super WHY!*, from Out of the Blue Enterprises, airing on PBS KIDS® (check local listings), is the only preschool property designed to help kids learn the fundamentals of reading through interactive storybook adventures. The brand-new *Super WHY!* Reading Camps are five-day interactive learning adventures that show children the power of reading and motivate them to play with letters, sounds and words through a comprehensive curriculum developed by noted literacy experts.

In each of the 34 *Super WHY!* Reading Camps, approximately 12-15 "kindergarten-ready" campers ages 4-5 will be entertained and empowered as they practice key strategies for reading success through literacy lessons, games, crafts, exercise and music. The camps will be led by local teachers in partnership with the PBS stations in each market and take place at schools, day care and Head Start centers. Communities participating in the *Super WHY!* Reading Camp program for 2008 include: Tempe, AZ; Nashville, TN; Baton Rouge, LA; Baltimore, MD; Dyersburg, TN; San Diego, CA; Tallahassee, FL; San Antonio, TX; Toledo, OH; Washington, DC; Johnston, IA; Charleston, WV; Birmingham, AL; San Francisco, CA; Buffalo, NY; Carbondale, IL; Jackson, MS; Lewiston, PA; and Norfolk, VA.

"We created the *Super WHY!* Reading Camps to bring the mission of the show one step further by working directly with preschoolers on the grassroots level to help them learn to read - and develop a lifelong love of books," said Samantha Freeman, Co-Creator and Executive Producer of the series. "The *Super WHY!* Reading Camps feature unique multi-platform

educational content, which fosters the connection with young viewers, helping them build self-confidence in their emerging reading abilities."

"Our goal is to deliver entertaining and educational programming designed to nurture and inspire budding readers everywhere," said Angela C. Santomero, Co-Creator and Executive Producer of *Super WHY!* "Our research has shown us that television can be a powerful learning tool when teachers and caregivers watch with kids and then engage in follow-up activities together. We want to give *all* children a strong boost on the road to reading."

Inside *Super WHY!* Reading Camps

The *Super WHY!* Reading Camps are an extension of the breakthrough children's educational entertainment property, which features innovative education content and engaging literacy-powered superheroes. *Super WHY!* focuses on the adventures of four best friends, who transform into the Super Readers - and use their special reading abilities to solve everyday preschool challenges and "save the day." The four superhero friends include *Alpha Pig* with Alphabet Power (Letter Identification), *Wonder Red* with Word Power (Rhyming/Decoding), *Princess Presto* with Spelling Power (Spelling/Encoding), *Super Why* with the Power to Read (Reading/Reading Comprehension) and *Super YOU*, the home viewer, with the Power to Help. Each day, young attendees of the *Super WHY!* Reading Camps "transform" into a different Super Reader and participate in informative and fun *Super WHY!* reading games, crafts, movement exercises and extended learning. The Reading Camps were made possible by a Ready to Learn Grant from the U.S. Department of Education and the Corporation for Public Broadcasting.

Because all children learn differently, to achieve maximum results the *Super WHY!* Reading Camps incorporate multimodal activities, provide a community of learners, and feature the guidance of a teacher who facilitates participation. The curriculum integrates interactive play created around the key criteria needed for reading success as recommended by the National Reading Panel: letter identification, letter sounds, decoding words, encoding words and reading comprehension.

Since learning to read takes a lot of practice, activities reinforce knowledge through repetition and multiple modes of learning - art, music, movement, dance and games. Campers will get a truly hands-on, structured summer experience where they can practice the skills they'll need when they go to school in the fall. For example, they will play Letter Sounds Basketball, Freeze Dance Rhyming, Pin the Tail on the Word, Letter Identification Bingo and much more. Day Five is "Super You Day," when parents, grandparents and caregivers will be on hand to help celebrate the week of literacy fun. The children will model literacy skills that the visiting adults can then incorporate into their daily routines. And every participant will be awarded a special certificate that shows he or she is now a Super Reader!

Local instructors who lead the Reading Camp at each site are given comprehensive lesson plans, a daily syllabus with a brief description of all activities, a comprehensive materials list, DVDs and CDs. *Super WHY!* worksheets and literacy tip sheets in English and Spanish are provided to caregivers so they can reinforce and encourage their child's continued learning at home.

In order to understand the impact of the *Super WHY!* Reading Camps, all campers will be individually assessed both before and after instruction to determine the level of skills learned through the various contexts and modes. Last year, during a series of prototype Reading Camps, participants showed improvement at the 95% significance level within each literacy skill set taught.

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, 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 KIDS Raising Readers 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 more than 73 million people each week and reaching 99% of American homes.

About PBS KIDS Raising Readers

PBS KIDS Raising Readers uses the power of public media to improve reading skills of children ages two-to-eight, especially children from low-income families. Combining television, Web and community engagement activities, PBS KIDS Raising Readers is funded by a Ready To Learn grant from the U.S. Department of Education, and is part of a cooperative agreement with the Department of Education, The Corporation for Public Broadcasting, The Ready To Learn Partnership and PBS.

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