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## Animated Preschool Series with Daniel Tiger

— JULY 31, 2011



Daniel Tiger

Daniel Tiger's Neighborhood is based on the next generation of the original Mister Rogers' Neighborhood characters.

All of the original characters have grown up and now have preschoolers of their own. Daniel Tiger's Neighborhood stories revolve around a four-year-old Daniel Tiger, son of the original Daniel Tiger, and his preschool friends.

The series uses musical strategies grounded in Fred Rogers' landmark curriculum and music. In this way, the songs will give parents and kids a

concrete way to practice important pro-social skills together.

PBS has announced the launch of production for Daniel Tiger's Neighborhood, a new animated multi-platform series inspired by one of the most beloved PBS classic television series, Mister Rogers' Neighborhood.

The new preschool series is an animated version of the original Neighborhood of Make Believe in which a four-year-old Daniel Tiger is the star of the show who talks directly to the home audience inviting them in to his world.

The first television series produced by The Fred Rogers Company since Mister Rogers' Neighborhood, Daniel Tiger's Neighborhood will launch in Fall 2012 on-air on PBS KIDS, along with a robust website, including free, interactive games for kids, online resources for parents and teachers, and other cross-platform content.

Daniel Tiger's Neighborhood brings together a group of today's leading creators of children's media and educational technology. The series was developed by the Fred Rogers Company in association with Out of the Blue Enterprises.

"We're very excited to be creating a program that builds on Fred's legacy in such fresh and innovative ways. Fred knew that school readiness skills are the foundation for academic achievement, and a full life, and now a growing body of research confirms this," said Bill Isler, president of The Fred Rogers Company.

The executive producers of Daniel Tiger's Neighborhood are Kevin Morrison, for The Fred Rogers Company, and Angela Santomero, cofounder of Out of the Blue Enterprises and the creative force behind the hit PBS KIDS literacy series SUPER WHY!

In addition to this key partner, The Fred Rogers Company is joined by 9 Story Entertainment, bringing animation capabilities to the production, and game designer Schell Games, which will spearhead the series' digital educational applications.

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**Kids, what's your main source of entertainment?**

- Computer Games
- Comic Books
- Field Sports
- Television
- Others

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