



## Super Why! to land on Alpha-Bits boxes

9 mins ago by [Jeremy Dickson](#)

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New York's Out of the Blue Enterprises had sealed a long-term partnership with food giant Post to incorporate its literacy-based preschool series *Super Why!* into breakfast cereal Alpha-Bits' promo and packaging.

The deal will see Alpha-Bits include Super Why! activities, games, and cut-out character masks on its packages starting in August.

Two different packages will be launched, with one featuring main character Super Why and the other starring feature heroine, Princess Presto.

*Super Why!*, produced in conjunction with Toronto's DHX Media, follows the adventures of reading-powered superheroes – Super Why and his best friends Princess Presto, Wonder Red, Alpha Pig and their puppy pal, Woolfster.

The deal follows on the heels of *Super Why!*'s latest [expansion](#) into the live show format which will see *Super WHY Live: You've Got the Power!* launch in the US this summer.

Tags: [DHX Media](#), [Out of the Blue](#), [Post Alpha-Bits](#), [Super Why](#)



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