



Simon & Schuster takes Daniel Tiger from screen to page



May 15, 2013 by [Wendy Goldman Getzler](#)

PBS Kids' *Daniel Tiger's Neighborhood* is at the center of a master publishing agreement between brand owner The Fred Rogers Company, producer Out of the Blue Enterprises and Simon & Schuster Children's Publishing.



As master publishing licensee for the brand, Simon & Schuster that will launch a range of book categories starting in January 2014. The publishing house, under its imprint Simon Spotlight, will translate the show's characters, stories and pro-social messaging into story, picture, novelty, activity and coloring books, as well as non-interactive eBooks.

Daniel Tiger's Neighborhood is the first TV series from The Fred Rogers Company since the iconic *Mister Rogers' Neighborhood*, PBS's longest-running children's series to date. Since launching in September 2012, *Daniel Tiger* has been among the top-10 programs across all networks for preschoolers

The books will precede a branded [preschool toy line](#) from Jakks Pacific that's expected to debut next spring.

Tags: [Daniel Tiger's Neighborhood](#), [Out of the Blue Enterprises](#), [PBS Kids](#), [Simon & Schuster Children's Publishing](#), [The Fred Rogers Company](#)