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KQED PARTNERS WITH COMMUNITY ORGANIZATIONS IN CELEBRATION OF “DÍA DE LOS NIÑOS/DÍA DE LOS LIBROS”

- KQED Education Network will be on hand for giveaways and more -
- Events to be held in San Francisco and Oakland -

San Francisco, California, April 21, 2009 – KQED is partnering with local community-based organizations in San Francisco and Oakland to bring children, families, and reading into the spotlight. “Día de Los Niños/Día de Los Libros” is an annual Latin holiday celebrated in cities and towns across the country, and emphasizes the importance of advocating literacy for children of all linguistic and cultural backgrounds.

“Día de Los Niños/Día de Los Libros” (Children’s Day/Books Day) will be held on Sunday, April 26 from 1 to 4pm at Dolores Park in San Francisco and on Saturday, May 2 from 12pm to 3pm at Cesar Chávez Park in Oakland. Free and open to the public, this year’s “Día de Los Niños/Día de Los Libros” celebrations will include diverse performance groups, storytellers, San Francisco Public Library Bookmobile, literacy-related arts activities, and a free book for each child in attendance.

KQED Education Network will incorporate the PBS KIDS Raising Readers *Any Time is Learning Time* messaging into the holiday activities. KQED Education Network and PBS KIDS Raising Readers will deliver sound and useful literacy messages and opportunities to the parents and caregivers of children from ages 2 through 8 in target neighborhoods. KQED strives to meet the literacy needs of target communities in Oakland and San Francisco through community events, media-rich resources, professional development opportunities, and strategic partnerships.

KQED’s work in the Fruitvale district of Oakland has been honored with a national Community Impact Award for Education by the Corporation of Public Broadcasting for "Advancing Literacy in Underserved Populations."

“Día de los Niños/Día de los Libros” is a collaboration of Childhood Matters/Nuestros Niños, Children’s Book Press; Friends of the San Francisco Public Library, KQED Education Network; Mayor’s Office of Community Development; Mission Learning Center; Richmond YMCA; San Francisco Public Library; San Francisco Recreation and Park Department; and San Francisco State University’s Jumpstart Program

This year’s event is sponsored in part by Bibliotecas Para La Gente; Bill Graham Supporting Foundation of the Jewish Community Endowment Fund; California State Automobile Association; First 5 San Francisco, and KQED Education Network.

About KQED Education Network

KQED Education Network engages with community and educational organizations to broaden and deepen the impact of KQED media to effect positive change. Through parent education and professional development workshops, public screenings, multimedia resources, and special events, Education Network reaches more than 200,000 Bay Area residents a year and serves people of all ages, with a particular emphasis on reaching underserved communities. Learn



more about its three unique services, Early Learning, Educational Services, and Community Engagement, at www.kqed.org/ednet.

About KQED

KQED (www.kqed.org) is a service of Northern California Public Broadcasting, Inc. (NCPB). KQED Public Television, the nation's most-watched public television station, is the producer of local and national series such as *QUEST*; *Check, Please! Bay Area*; *Jacques Pépin: More Fast Food My Way*; and *Jean-Michel Cousteau: Ocean Adventures*. KQED's digital television channels include 9HD, Life, World, Kids and V-me, and are available 24/7 on Comcast. KQED Public Radio (88.5 FM in San Francisco and 89.3 FM in Sacramento), home of *Forum* with Michael Krasny and *The California Report*, is the most-listened-to public radio station in the nation with an award-winning news and public affairs program service. KQED Education Network brings the impact of KQED to thousands of teachers, students, parents and the general public through workshops, community screenings and multimedia resources. KQED Interactive offers video and audio podcasts and live radio stream at www.kqed.org, featuring unique content on one of the most-visited station sites in public broadcasting.