



For Immediate Release:
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The Electric Company Circuit Tour Visits Oakland on Friday, November 13

Free Event Supports Ongoing Literacy Initiative
Focused on Underserved Communities

San Francisco, October 28, 2009—KQED Public Television, Sesame Workshop, the Corporation for Public Broadcasting and PBS KIDS will be bringing *The Electric Company* Circuit Tour to Oakland's Cesar Chávez Center Auditorium, 2825 International Blvd, Oakland 94601 on Friday, November 13, 2009 from 3pm to 6pm. The Circuit Tour is a free, 90 minute traveling event for families, featuring a live appearance by Shock, a member of *The Electric Company* cast, as well as a multi-media *The Electric Company* show, giveaways, educational materials and photo opportunities. The Circuit Tour comes to Oakland as part of KQED Education Network's continuing efforts to teach and train parents, teachers, caregivers, and community leaders from underserved communities in literacy-building skills.

KQED's Education Network's work, as part of the PBS KIDS Raising Reader's program, is powered by a Literacy 360° approach to surround children and families, teachers, and communities with educational messages and engaging literacy opportunities where they live, learn, and interact. KQED is one of twenty PBS stations involved in this innovative literacy initiative that uses PBS KIDS programming and related multimedia content to help improve the literacy skills of children ages 2 to 8. Through this initiative, KQED Education Network's Early Learning department is supporting early literacy efforts in San Francisco's Bay View/Hunters' Point neighborhood as well as in Oakland's Fruitvale, and Lower San Antonio neighborhoods. In February 2009, KQED Education Network, in recognition for their efforts in the Fruitvale neighborhood, received a national My Source Community Impact Award.

KQED Education Network's partners for *The Electric Company* Circuit Tour include many of the best known and most respected organizations serving Oakland's Fruitvale neighborhood including, The Unity Council, Volunteers of America, the Oakland Literacy Coalition, Experience Corps, the after-school program provider AspiraNet, and the following Oakland Public Schools: International Community School, Think College Now, Manzanita SEED Elementary, Manzanita Community School, and Garfield Elementary School.

What: Plug Into Learning - The Electric Company Circuit Tour

When: Friday, Nov. 13, 2009, 3pm to 6pm

Where: Cesar Chavez Center Auditorium, 2825 International Blvd in Oakland (at the shared campus of two schools –Think College Now and International Community School)

Event "agenda":

- Pre-show, literacy-building activities for students
- A 30-minute, interactive, multimedia performance by Electric Company cast member "Shock"
- Post-show, literacy-building activities for students
- Giveaways and goodies for attendees

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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.