



FOR IMMEDIATE RELEASE

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KQED PARTNERS WITH COMMUNITY ORGANIZATIONS IN CELEBRATION OF OAKLAND'S "DÍA DE LOS NIÑOS, DÍA DE LOS LIBROS" CELEBRATION

- Saturday, May 1 at Carmen Flores Recreation Center -

- KQED Education Network will be on hand for book giveaways and more -

San Francisco, California, April 26, 2010 – KQED is partnering with local community-based organizations to bring children, families, and reading into the spotlight. "Día de los Niños, Día de los Libros" is an annual 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 Saturday, May 1 from 12 to 4pm at Carmen Flores Recreation Center at Josie De La Cruz Park (1637 Fruitvale Avenue in Oakland).

Free and open to the public, this year's "Día de Los Niños, Día de Los Libros" celebration will include diverse performance groups, storytellers, literacy-related arts activities, and a free book for each child in attendance. Performers include Capoeira Mandinga, Besh-Beni, Youth in Motion, Karate, Gladiators of Rock, and A.C.E. Arts.

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 two through eight in target neighborhoods. KQED strives to meet the literacy needs of target communities through community events, media-rich resources, professional development opportunities, and strategic partnerships.

This year's event is a collaboration of KQED Education Network, The Unity Council, City of Oakland Office of Parks and Recreation, A.C.E. Arts, Jumpstart, Family Builders, Second Start Adult Literacy Program, Oakland Police Department, and MOCHA Museum for Children's Art.

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/education.

About KQED

KQED (www.kqed.org) is a service of Northern California Public Broadcasting, Inc. (NCPB). KQED Public Television, one of the nation's most-watched public television stations, 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 one of the most-listened-to public

radio stations 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.

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