

KQED



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KQED Education Network and KBLX Partner for PBS KIDS Raising Readers Family Literacy Day

-- Event held Saturday, April 26 at Bay View/Ana Warden Branch Library --

-- Children's books read by Golden State Warrior Matt Barnes and KBLX personality Kimmie Taylor --

San Francisco, May 5, 2008 -- KQED Education Network and local radio station KBLX-FM celebrated PBS KIDS Raising Readers Family Literacy Day at the Bay View/Ana Warden Branch Library on Saturday, April 26. Local celebrities Matt Barnes (Golden State Warriors basketball team member) and Kimmie Taylor (KBLX "The Quiet Storm" radio host) were on hand to read books to the children, and Raggs, the title character from the popular KQED's children's show *Raggs*, performed and took photos with those in attendance.

Approximately twenty-five families attended the event where Barnes read *Over the Meadow* by Ezra Keats, and Taylor read *Silly Sally* by Audrey Wood. Parents joined children as they made *Raggs* puppets at the craft table, and enthusiastically participated in an interactive viewing of the PBS KIDS Raising Readers program *Super Why*, which teaches literacy skills. As a result of the event, families signed up for library cards. The day ended with goodie bags that included a new children's book, a literacy activity book and stickers and information about the educational children's programming on KQED.

The event was part of PBS KIDS Raising Readers, a national initiative funded as part of the U.S. Department of Education's Ready To Learn grant and created to help build the reading skills of young children from low-income families. The initiative's "Literacy 360" approach was designed to surround young children with opportunities to learn. KQED was selected as one among twenty stations nationwide to participate in the program, which uses research-based, dynamic PBS KIDS programs (including established favorites such as *Sesame Street* as well as new literacy shows such as *Super Why* and *WordWorld*) and related multi-media content to help young children learn to read.

Photos from the April 26th event are available on request.

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.

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