

MEDIA ALERT!



Press contacts:

Grand Communications, Inc.
Gabrielle Torello
201-678-2824; gabtpr@yahoo.com

KQED
Yoon Lee
415-553-3338, ylee@kqed.org

San Francisco Kids Transform into Super Readers and Discover the Power of Books at Super-Special KQED - Super WHY! Reading Camp!

- Who:**
- * San Francisco-area preschoolers, parents and families
 - * Local literacy and education experts
 - * Special guest appearance by **Super Why**, star of **Super WHY!**, the Emmy-nominated literacy series for preschoolers from Out of the Blue Enterprises, airing on KQED Channel 9, weekdays at 9:00 a.m.!
- What:** **Preschoolers Get a “Super” Boost on Literacy and Celebrate Super YOU Day!** Young participants show off their new reading skills to parents and caregivers with a fun celebration! The children have taken part in a groundbreaking week-long **Super WHY!** Reading Camp – a five day interactive learning adventure in English and Spanish designed to teach valuable literacy concepts through playing with letters, sounds and words.
- When:** **Friday, July 18, from 8:30 a.m.- Noon**
8:30-8:45: Reading Campers Welcome their Special Guests
8:45-9:35: Premiere screening of **SUPER WHY** episode and discussion
9:35-Noon: Reading Campers participate in fun literacy adventures and games, create personalized picture frames and have their photo taken with Super Why! Every child receives a colorful certificate proclaiming that they are officially a Super Reader!
- Where:** **Southeast Headstart**, 300 Phelps Street, San Francisco

What else: Reading is power and **Super WHY!** is the only preschool property created to help kids learn the fundamentals of reading through interactive storybook adventures. The program features a team of superhero characters with literacy-based powers, who jump into books to look for answers to everyday problems. **Super WHY!** is part of the Ready to Learn initiative, focused on helping children learn to read, and funded by a cooperative agreement of the U.S. Department of Education, the Corporation for Public Broadcasting, and PBS. KQED Education Network uses the power of public media to help children in underserved communities enter school ready to learn! Explore more at KQED.org/ednet.

SUPER PHOTO AND INTERVIEW OPPS! WE INVITE YOUR COVERAGE!!

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