



changes lives.

FOR IMMEDIATE RELEASE
May 18, 2009

CONTACT: Rosemary Martinelli
412-622-6433
rmartine@wqed.org

George Hazimanolis
412-622-1366
ghaziman@wqed.org

WQED'S QUEEN OF HEARTS MAKES PERSONAL APPEARANCE AT FRANKLIN PRIMARY SCHOOL IN STEEL VALLEY SCHOOL DISTRICT

PITTSBURGH – WQED's Queen of Hearts – a costume character from WQED's Stories Start Action program who brings stories to life – will appear at Franklin Primary School, 220 E. Oliver Road in Munhall on **Tuesday, May 26 from 9:30 to 11am.**

WQED's Stories Start Action is a character education program based on the PBS series Clifford the Big Red Dog and reaches kindergarten classrooms with Clifford's Ten Big Ideas for Children. Each month focuses on a different value education theme.

This will be the Queen's final visit of the school year and will include a special appearance by Clifford the Big Red Dog himself. The Queen of Hearts has visited Franklin Primary each month during the school year and has built a relationship with the 160 students of the school. This visit will include an interactive story time and a learning experience on how to draw Clifford.

The Queen of Hearts spreads WQED's enthusiasm about literacy throughout the region: at the PBS Kids Backyard play area at the Galleria at Pittsburgh Mills mall; at area schools during Right to Read Week; at local book stores; the Three Rivers Arts Festival; and the Pittsburgh International Children's Theatre Festival.

WQED Pittsburgh, honored with the 2007 and 2006 Mid-Atlantic Emmy® Award for Station Excellence, was founded in 1954 as the nation's first community-supported broadcaster. WQED creates, produces and distributes quality programs, products and services to engage, inform, educate and entertain the public within its community and around the world. WQED Pittsburgh is one of the first broadcasters in the country to be fully high-definition (HD) in its studio and field production capabilities. It is the parent company of WQED-TV (PBS); WQED: The Neighborhood Channel; WQED: The Create Channel; WQEX-TV (A ShopNBC affiliate); WQED-FM 89.3/Pittsburgh; WQED-FM 89.7/Johnstown; a publishing division that includes PITTSBURGH MAGAZINE; local and national television and radio productions; WQED Interactive (www.wqed.org); and The WQED Education Department.

NOTE TO WORKING MEDIA:

The Queen of Hearts appearance on May 26 is a photo opportunity. The Queen, teachers and children will be available for photos and interviews to dramatize the importance of in-school programs provided by WQED.

Please contact George Hazimanolis at 412-622-1366 or ghaziman@wqed.org to schedule interviews and photographs.

###