



FOR IMMEDIATE RELEASE

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FREE FAMILY EVENT TO SPOTLIGHT NEIGHBORLY VALUES OF MISTER ROGERS

Alert the kids: Daniel Tiger, Katerina Kitty cat and Mr. Steve are coming to our neighborhood!



PENSACOLA, Fla., February 14, 2018 — It will be a beautiful day in the neighborhood on Saturday, April 21, when WSRE hosts Pensacola's first annual Be My Neighbor Day. Daniel Tiger and Katerina Kitty cat will be at the WSRE studios at Pensacola State College to greet young fans; PBS KIDS co-host Mr. Steve will perform three shows in the Jean & Paul Amos Performance Studio; and several community organizations will be on hand with children's activity booths and useful information for parents. All events are from 10 a.m. to 2 p.m., and admission is free.

In case you are not a frequent viewer of children's programming on WSRE PBS KIDS, the popular show "Daniel Tiger's Neighborhood" is an animated recreation of Fred Rogers' original Neighborhood of Make-Believe focused on school readiness and social-emotional learning.

On TV during PBS KIDS programming, Steve Roslonek as Mr. Steve performs original interactive songs that reinforce the curriculum theme of shows like "Curious George," "Clifford the Big Red Dog," "Super Why," "The Cat in the Hat Knows a Lot About That" and "Peg + Cat." Roslonek, who performs across the country and has won numerous awards, has said he makes music that both kids and parents would enjoy and writes each of his songs to add value to a child's life.

WSRE is one of four public television stations to partner with The Ounce of Prevention Fund's Prevent Child Abuse Florida chapter to present this free community event focused on early learning along with health and safety resources for families with young children. Prevent Child Abuse Florida implements primary prevention activities and advocates for policies and initiatives to strengthen Florida's families and communities so children can grow and develop through healthy, safe and nurturing experiences.

The launch of Be My Neighbor Day in Pensacola is one of several ways local families can celebrate the 50th anniversary of “Mister Rogers’ Neighborhood.” Nationally, PBS KIDS has scheduled a week-long programming event featuring back-to-back episodes of “Mister Rogers Neighborhood” and “Daniel Tiger’s Neighborhood” from February 26 to March 2.

On Tuesday, March 6 at 7 p.m., WSRE will premiere “Mister Rogers: It’s You I Like,” a new primetime television special narrated by actor Michael Keaton, who was once a stagehand on “Mister Rogers’ Neighborhood.”

To learn more about Be My Neighbor Day and sponsorship opportunities, contact Maryette Huntinghouse at 850-484-1246.

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About WSRE, PBS for the Gulf Coast

WSRE, a Public Broadcasting Service member station, is locally owned and licensed to the Pensacola State College District Board of Trustees. Since 1967, WSRE has served Northwest Florida and South Alabama with quality TV programs, educational media and community outreach reflecting the diverse cultural, political, geographic and demographic characteristics of the coverage area. WSRE aims to help improve educational outcomes and provide access to enlightening, informative and entertaining content for all learners. Visit wsre.org to learn more.