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**WQED AND PITTSBURGH CHILDREN'S MUSEUM LAUNCH
SOCIAL NETWORKING PARTNERSHIP AROUND CHILDREN'S
LITERARY CHARACTER--CURIOUS GEORGE—AND HOW TO
GET CURIOUS FOR A LIFETIME**

PITTSBURGH, PA – The Children's Museum of Pittsburgh and WQED announced they have entered into and launched a new and unique partnership to educate children and parents in the region about science, technology and discovery. Leveraging the Children's Museum just-opened "*Curious George™: Let's Get Curious!*" traveling exhibit around treasured literary character, Curious George the monkey, the two organizations are thinking uniquely about how to engage parents in helping their kids be curious...for a lifetime.

GetCuriousPittsburgh.org is a web-based initiative that features games, mobile applications, science, and math activities for children from pre-kindergarten through elementary school. There are also tips for encouraging curiosity in young children.

The site is an experiment in social media that marries a television broadcast—"Curious George" which airs weekdays at 8am and 3pm and on Sundays at 7am on WQED-TV (Digital 13.1) and on WQED: The Create Channel (Digital 13.2) on Saturdays at 7am—with the museum exhibit, social media, and the literary content and values which are part of the familiar characters in H.A. and Margret Rey's classic children's story.

GetCuriousPittsburgh.org launched quietly two weeks ago when WQED and the Children's Museum began their summer community programs at the Three Rivers Arts Festival and at the Carnegie Library's Summer Reading Extravaganza. Parents who attended both events were the first to register their children online through either WQED or the Children's Museum to begin to encourage parents to engage their children in fun, educational activities this summer even though school is on break.

This weekend, in harnessing the power of social media outlets like Facebook and Twitter, the newly created website is fully up and running between the two organizations. The site, which also includes expert educational content from WQED and PBS, is pioneering new territory in children's learning.

The GetCuriousPittsburgh.org site is also a one-stop shop that features an extensive summer schedule of complementary programs sponsored by both the Children's Museum and WQED. Some programs will be held on-site at either WQED or the Museum. Others will be at various venues throughout the area so parents are encouraged to sign up for e-mail alerts at the GetCuriousPittsburgh.org site which will keep them informed as schedules and programs are added.

The story of Curious George, the inquisitive monkey, was brought to life two years ago in an animated television series produced by Imagine Entertainment, WGBH Boston and Universal Studios Family Productions and airing nationally through public broadcasting. The Curious George traveling exhibit is sponsored nationally by 3M and locally by the Pennsylvania Department of Community and Economic Development, Snee-Rheinhardt Charitable Foundation and the Dominion Foundation. Designed, developed and built by Minnesota Products Group, the exhibit's content is based on educational standards developed by Minnesota Children's Museum and an expert advisory panel to the PBS KIDS series, as well as national science and math standards for young children.