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**THE NEIGHBORHOOD OF MAKE-BELIEVE  
RETURNS TO WQED FOR FIRST TIME IN 8 YEARS;  
Sponsorship by The Children's Institute in Pittsburgh November 6-8, 2009**

**PITTSBURGH, PA**— Not since Mister Rogers' Neighborhood ceased production in 2001 has the public seen King Friday XIII's Castle, X the Owl's Tree and other set pieces together which transformed WQED's Studio A into Mister Rogers' Neighborhood of Make-Believe.

Now, thanks to a sponsorship by The Children's Institute of Pittsburgh, WQED Pittsburgh will invite the public to see, for one last time, the award-winning Neighborhood of Make-Believe set and performances by Speedy Delivery Mailman, Mr. McFeeley, during a weekend open house on November 6-8 at WQED in Pittsburgh. The tours are tentatively scheduled to be open to the public from 9 a.m. to 5 p.m. with additional children's activities and events yet to be confirmed. WQED will be sending information to all public television stations across the country to invite Mister Rogers' fans to Pittsburgh for the weekend tour.

Children's Institute President and CEO David K. Miles said that the Institute is honored to sponsor such an opportunity for the public to play 'make-believe' in a neighborhood that they, their children and grandchildren always wanted to live in. "We at the Children's Institute are dedicated to the same principles and values as Fred Rogers and WQED--promoting the well-being of children, young people and their families," Miles added.

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P. 2-NEIGHBORHOOD OF MAKE-BELIEVE**

“This step back in time is not just a memory for WQED. It continues to reinforce our legacy, the vision and passion of Fred Rogers, and remind everyone that top quality children’s programming is only found on public television,” said Deborah L. Acklin, Executive Vice President & General Manager of WQED.

The longest running weekday children’s program on PBS, *Mister Rogers’ Neighborhood* celebrated its 40<sup>th</sup> Anniversary on American television and at WQED in February 2008.

**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. The people of WQED create, produce and distribute 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); Classical WQED-FM 89.3/Pittsburgh; Classical WQEX-FM 89.7/Johnstown; local and national television and radio productions; WQED Interactive ([www.wqed.org](http://www.wqed.org)); and The WQED Education Department.

**Family Communications, Inc.** was founded in 1971 by Fred Rogers to produce Mister Rogers’ Neighborhood. Today, the company works in a variety of media to promote the social, emotional and intellectual development of children, encourage open and honest communication with and about children, strengthen relationships among children and adults, and support parents and other caregivers as well as teachers and other professionals.

**The Children’s Institute** established in 1902 is an independent, nonprofit, licensed organization in Pittsburgh dedicated to promoting the well-being of children, young people and their families and to providing services that meet their special needs. The unique comprehensive approach of The Children’s Institute—hospital, school, adoption service—sets the organization apart from others in western Pennsylvania. In fiscal year 2008, The Children’s Institute served more than 6,500 children and their families and provided approximately \$4.5 million in uncompensated care.

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