



WSRE's DANIEL TIGER Baby Shower events to benefit local nonprofit

New season of DANIEL TIGER'S NEIGHBORHOOD premieres August 18

Pensacola, Fla., August 13, 2014 – A new family member is joining the top-rated PBS KIDS show **DANIEL TIGER'S NEIGHBORHOOD** this month, and Daniel Tiger is becoming a big



brother! To help welcome his new baby sister, Margaret, WSRE, PBS for the Gulf Coast, is inviting young viewers to attend Baby Shower events in Pensacola, Fort Walton and Crestview.

Guests are asked to bring baby-related items (diapers, wipes, creams, toys, etc.), which will be donated to the Escambia County Healthy Start Coalition. Children in attendance will enjoy story time

and an episode of **DANIEL TIGER'S NEIGHBORHOOD**.

Daniel Tiger Baby Shower event dates and times are as follows:

Fort Walton Beach:

Tuesday, August 26 at 4 p.m.
Fort Walton Beach Public Library
185 Miracle Strip Pkwy. SE
Fort Walton Beach, FL 32548

Crestview:

Tuesday, August 26 at 6:30 p.m.
Robert L.F. Sikes Library
1445 Commerce Drive
Crestview, FL 32539

Pensacola:

Friday, August 29 at 9 a.m.
WSRE Imagination Station
Pensacola Bayfront Stadium
351 W. Cedar St.
Pensacola, FL 32502

Season 2 of the popular series from The Fred Rogers Company kicks off at 10 a.m. Monday, August 18, on WSRE with a special one-hour premiere celebrating the arrival of a new addition to the Tiger Family: Daniel Tiger's little sister Margaret. After the upcoming "Meet the New Baby" special, PBS KIDS and WSRE will premiere two more new episodes on Tuesday, August 19, and Wednesday, August 20, focusing on Daniel and his family as they adjust to life with the baby. New digital content, including two online games and an app, will also launch in August.

“At PBS KIDS we often hear from parents that they are looking for ways to build their kids' school readiness and life skills; with tools to help kids learn how to take turns, manage their feelings, and more, **DANIEL TIGER'S NEIGHBORHOOD** plays an important role in meeting that need,” said Lesli Rotenberg, General Manager, Children’s Programming, PBS. “We know that families face a host of challenges when a new sibling arrives, so with the introduction of Daniel’s baby sister this August, we’re excited to offer kids and parents strategies that they can use when they experience the same issues as Daniel and his parents.”

“We’re delighted to present the second season of **DANIEL TIGER'S NEIGHBORHOOD** on PBS KIDS and to introduce a wide range of topical themes, including smoothing the transition for preschoolers with a new sibling,” said Paul Siefken, Vice President, Broadcast and Digital Media, The Fred Rogers Company, producer of the series. “One of Fred Rogers’ key goals was to address the issues that affect families most, and we look forward to continuing to help preschoolers learn and grow with these adorable new episodes,” added Angela C. Santomero, Series Creator and Co-Executive Producer.

With the “Meet the New Baby” special and the episodes that follow, **DANIEL TIGER'S NEIGHBORHOOD** shines a spotlight on a relevant topic for families and preschoolers everywhere. Inspired by the enduring wisdom of Fred Rogers, the shows tackle many of the important issues young children encounter with a new sibling – such as feeling left out, learning to share time and attention, and appreciating how fun a little sister (or brother) can be – with accompanying strategies that help preschoolers work through their feelings. “Meet the New Baby” debuts on PBS stations nationwide and on the [PBS KIDS Video Player](#), the [PBS KIDS Video App](#), Apple TV and PBS KIDS’ Roku channel on Monday, August 18.

About WSRE, PBS for the Gulf Coast

WSRE is a PBS member station that is locally owned and licensed to the Pensacola State College Board of Trustees operating as a service of Pensacola State College. The public broadcasting station has been serving the needs of the Gulf Coast community through programming, educational services and outreach since 1967. WSRE produces, acquires and distributes programs that address local interests and reflect the diverse cultural, political, geographic and demographic characteristics of its audience. The Educational Services unit for WSRE serves as the connection to teachers, parents, caregivers and children to extend the rich resources found in public television. For more information about WSRE, its services, programs or available resources, visit wsre.org.

Media Note: For graphics, pictures, and other associated press releases visit WSRE's Pressroom at <http://www.wsre.org/press-room>.

About PBS KIDS

PBS KIDS, the number one educational media brand for kids, offers all children the opportunity to explore new ideas and new worlds through television, online, mobile and community-based programs. Kidscreen- and Webby-award winning pbskids.org provides engaging interactive content, including the PBS KIDS video player, now offering free streaming video accessible on computer- and mobile-device-based browsers. For more information on specific PBS KIDS content supporting literacy, science, math and more, visit pbs.org/pressroom or follow PBS KIDS on [Twitter](#) and [Facebook](#).

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