

For Immediate Release

### **PBS Kids' "Daniel Tiger's Neighborhood" Roars on to NET Television Sept. 3**

LINCOLN, Neb. (Aug. 22, 2012) -- It's a beautiful day in a "new" neighborhood! The original characters from the beloved "Mister Rogers' Neighborhood" series are all grown up and have children of their own. This next generation is ready for preschool, and in the new PBS Kids series "Daniel Tiger's Neighborhood," four-year-old Daniel Tiger and his friends invite the home audience into their new world of make believe.

"Daniel Tiger's Neighborhood" joins the NET Television kids line-up on Monday, Sept. 3, airing weekdays at 11 a.m. and 1:30 p.m. CT on NET1/HD. This is the first television series produced by The Fred Rogers Company since "Mister Rogers' Neighborhood." Beginning Sept. 9, the series also airs Sunday mornings at 8:30 a.m. CT on NET1/HD.

The animated "Daniel Tiger's Neighborhood" targets preschoolers and is based on the legacy of Fred Rogers' high standards for early childhood education. Its cast are the children of his original and much-loved Neighborhood of Make-Believe characters. A young Daniel Tiger is joined by his friends "O" the Owl, Katerina Kittycat, Miss Elaina and Prince Wednesday, who is the youngest son of King Friday from the original program. Together, through imagination, creativity and music children learn the key social skills necessary for school and for life. Plus, Daniel Tiger shares his thoughts and engages young viewers with humor that is appropriate for preschoolers -- visual and silly.

While they are becoming increasingly independent, preschoolers still require guidance from adults to help them navigate new social situations and new places. Although children of this age may be learning pre-academic skills, such as the alphabet and counting, they also need to learn social skills, such as sharing, taking turns, self-control, listening and developing positive self-esteem.

"Daniel Tiger's Neighborhood" features music and songs that give parents and kids a concrete way to practice these important pro-social skills together. Producers of the program designed the series to fill a gap in children's media by modeling the behaviors and habits that kids need in order to excel in formal learning settings -- essentially, learning how to learn.

The stories in the series have all been written with extensive input from a wide range of early learning specialists, formative research with children, and the benefit of the legacy of more than 40 years of the work of Fred Rogers. It all adds up to a powerful tool for parents and a safe, educational place for kids to watch television.

Online, the "Daniel Tiger's Neighborhood" series is complemented by a robust website, including free, interactive games for kids, online resources for parents and teachers and other cross-platform content. Visit [pbskids.org](http://pbskids.org), or the NET Television website at [netNebraska.org/kids](http://netNebraska.org/kids) and follow the links to "Daniel Tiger's Neighborhood."

NET1/HD is part of NET Television, a service of NET. For complete program schedules, visit NET's website at [netNebraska.org/television](http://netNebraska.org/television).

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**NET Television:**

**NET1** is Nebraska's first public television broadcast service and includes PBS and award-winning, locally produced public television programming. **NET2 World** offers live coverage of the Nebraska Unicameral, and other news and public affairs programming; **NET3 Create** is a 24-hour channel featuring the most popular how-to, travel and lifestyle series; and **NET-HD** presents high-definition digital broadcast programming displayed in a wide-screen format.