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WHYY OFFERS 24/7 ENTERTAINING & EDUCATIONAL PROGRAMMING WITH NEW WHY PBS KIDS CHANNEL AND ONLINE STREAM

On July 1, kids and caregivers in Pa. NJ & De will have round the clock access to Daniel Tiger's Neighborhood, Clifford The Big Red Dog, Splash and Bubbles and so much more!

Philadelphia—Bringing even more innovative content to loyal audiences, WHYY will launch its 24/7 *WHYY PBS KIDS* channel on July 1, 2017. *WHYY PBS KIDS* will also be available as a live stream via WHYY.org/kids. This free service, which features round the clock educational yet fun programming, ensures that high-quality offerings are available to all children and caregivers on a platform and at a time that works for them, including primetime, weekends and other out-of-school times when they are most likely to tune in.

"Families across this region will be able to access our trusted educational content anywhere, anytime and through any device. The *WHYY PBS KIDS* channel will be a game changer for all families – especially our Nation's most underserved," said WHYY President & CEO William Marrazzo.

In fact, a new study of parents with children ages 2-6 finds TV viewing is one of the top ways that families spend time together, with 89 percent of parents reporting they watch TV together as a family, 74 percent in favor of anytime access to educational programming and 37 percent ranking *PBS KIDS* as the best use of family screen time.

"By offering *WHYY PBS KIDS* programming 24/7, WHYY will extend the reach and impact that we already have in communities across Pennsylvania, Delaware and New Jersey," Marrazzo continues.

WHYY PBS KIDS will air on 12.3 (check local cable or satellite providers for additional details) replacing *The World* programming. *The World* viewers can catch many of their favorites on *Passport*, *Y2* and the new *WHYY-TV You* block from noon to 3 p.m. which will feature lifestyle shows geared toward those who enjoy WHYY's award-winning arts & culture programming, dramas, documentaries and investigative journalism.

The schedule of children's programming on *WHYY-TV* will be different from the 24/7 *WHYY PBS KIDS* channel, offering families a variety of options. Viewers can find local station schedule information at WHYY.org.

WHYY advances civic life through storytelling, arts, education and civic dialogue. WHYY's multimedia outreach includes WHYY-TV, WHYY-FM, WHYY's award-winning online home for news and civic dialogue, NewsWorks.org and "off-air" community forums, artistic performances, lectures and media education programs through the Dorrance Hamilton Public Media Commons.