



Thirteen/WNET New York
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pbskidsgo.org/cyberchase

CYBERCHASE
 is produced by



Major funding for
 CYBERCHASE
 is provided by



Additional funding
 is provided by
 The Volckhausen Family.

CYBERCHASESM CAPTURES FIRST-EVER DAYTIME EMMY FOR
 “BROADBAND PROGRAM – CHILDREN’S”

New York, NY June 22, 2007 – **CYBERCHASE**, the ground-breaking multi-platform children’s program on PBS KIDS GO!SM has been awarded the first Daytime Emmy® Award for “Outstanding Broadband Program – Children’s” in the Creative Arts & Entertainment awards ceremony at the Hollywood and Highland Ballroom on Thursday, June 14 in Hollywood, California.

The new Emmy Award recognizes children’s programming distributed via broadband and portable delivery, including the Internet, cell phones and personal media players. **CYBERCHASE** won the award for content at **CYBERCHASE Online** (pbskidsgo.org/Cyberchase) tied to **My Big Idea**, a multi-platform initiative online and on air which introduced viewers to the connection between math and the invention process. Video segments featured both young inventors and the live-action stars of **CYBERCHASE**.

The Emmy was presented by stars of the television series, *The Office* – Brian Baumgartner, Angela Kinsey, and Oscar Nuñez. Ellen Doherty, senior series producer, accepted the award. Award recipients were:

Executive Producers
 Senior Series Producer
 Senior Producer

Sandra Sheppard, Frances Nankin
 Ellen Doherty
 Jill Peters

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Producer/Directors	Bob Morris, Elizabeth Hummer
Producers	Suzanne Rose, Michelle Chen, Arash Hoda
Online Executive Producer	Anthony Chapman
Online Producer	David Hirmes
Performers	Bianca DeGroat, Matt Wilson
Head Writer	George Arthur Bloom

Upon accepting the award, Ms. Doherty remarked, “I think this has got to be the first time that the Emmy has gone to a show whose story lines revolve around things like fractions and multiplication and geometry!” **CYBERCHASE**, public television’s daily “math adventure” series, is the leading math media project in America.

This year, **CYBERCHASE** celebrates five phenomenal years on air, online and in communities across the United States. A new season of **CYBERCHASE** will premiere this fall on PBS KIDS GO!. Nearly five million viewers watch **CYBERCHASE** every week, and **CYBERCHASE Online** has had more than 1.7 billion page views, with visitors spending more than an hour at the site on the average visit. **CYBERCHASE** is successfully accomplishing its mission to improve kids’ problem-solving and math skills, and inspire them with confidence and enthusiasm toward math; empirical research studies demonstrate viewers understand and take away the math content of the episodes they watch.

CYBERCHASE is produced by Thirteen/WNET New York and Nelvana Limited. Executive producers are Sandra Sheppard, Thirteen’s executive director of Children’s and Educational Programming, and Frances Nankin. Ellen Doherty is senior series producer.

Major funding for **CYBERCHASE** is provided by the National Science Foundation, Ernst & Young LLP, Northrop Grumman Corporation, PBS and the Corporation for Public Broadcasting. Additional funding is provided by The Volckhausen Family.

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Thirteen/WNET New York is one of the key program providers for public television, bringing

such acclaimed series as *Nature*, *Great Performances*, *American Masters*, *Charlie Rose*, *Religion & Ethics NewsWeekly*, *Wide Angle*, *Secrets of the Dead*, *NOW With David Brancaccio*, and *Cyberchase* – as well as the work of Bill Moyers – to audiences nationwide. As the flagship public broadcaster in the New York, New Jersey and Connecticut metro area, Thirteen reaches millions of viewers each week, airing the best of American public television along with its own local productions such as *The Ethnic Heritage Specials*, *The Thirteen Walking Tours*, *New York Voices*, and *Reel New York*. Thirteen extends the impact of its television productions through educational and community outreach projects – including the *Celebration of Teaching and Learning* – as well as Web sites and other digital media platforms. More information can be found at: www.thirteen.org.

Nelvana Limited is one of the world's leading international producers and distributors of children's programming and products. Its current stable of franchise properties includes Emmy Award[®]-winning and globally renowned brands such as *Rolie Polie Olie*, *Babar*, *Franklin* and *Beyblade*. Nelvana is owned by Corus Entertainment, a Canadian-based media and entertainment company. Corus is a market leader in both specialty TV and Radio. The company's other interests include music, television broadcasting and advertising services. A publicly traded company, Corus is listed on the Toronto (CJR.NV.B) and New York (CJR) Exchanges. Corus' website can be found at www.corusentertainment.com.

The National Science Foundation is an independent agency of the United States Government with a mandate to promote the progress of science and engineering in the United States. Given the strong relationship between research and education, the NSF's mission includes strengthening the quality and effectiveness of the nation's underlying human resource base. NSF's cohesive and comprehensive set of education and human resources activities addresses every level of education. The NSF supports the development of stimulating, quality science, mathematics, engineering, and technology education that is vitally important to ensuring a diverse, scientific and technical workforce as well as a citizenry capable of mastering the scientific and technological concepts and skills needed by work, social and home environments of increasing technological sophistication.

PBS KIDS, for preschoolers, and PBS KIDS GO!, for early elementary school kids, are committed to providing the highest quality non-commercial content and learning environment for children across the country. Providing age-appropriate, diverse programming for kids, PBS KIDS and PBS KIDS GO! programs consistently earn more prestigious awards than any other broadcast or cable network. Only PBS KIDS and PBS KIDS GO! have earned the unanimous endorsement of parents, children, industry leaders and teachers. With additional PBS resources to complement its programming, including PBS KIDS online (pbskids.org), PBS KIDS GO! online (pbskidsgo.org), PBS Parents (pbsparents.org), PBS Teachers (pbs.org/teachers), PBS Ready To Learn services and literacy events across the country, PBS is providing the tools necessary for positive child development. PBS is a nonprofit media enterprise owned and operated by the nation's 355 public television stations, serving nearly 90 million people each week and reaching 99% of American homes.

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Further details about CYBERCHASE are available in the Thirteen Online Pressroom:
www.thirteen.org/pressroom.

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