



Thirteen/WNET New York
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pbskidsgo.org/cyberchase

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MATH MYSTERY CARTOON *CYBERCHASE* TAKES YOUNG VIEWERS OUT TO PLAY WITH NEW *MATH & SPORTS* INITIATIVE, PREMIERING IN APRIL ON PBS KIDS GO!SM

Multi-Faceted Project Features New Episodes, A New Web Game And Outreach Events

“For Real” Segments Include Appearance By New York Mets Pitcher John Maine

When’s the last time you looked at a baseball diamond...and saw a geometric pattern? Watched a replay...and realized how that play was diagrammed? Or checked out the score...and considered the math inherent to a game? Sports are rich with opportunities to use numbers, spot patterns, and develop strategies, and kids love sports. With this exciting connection in mind, *CYBERCHASE*’s new initiative challenges kids to get active with math!

CYBERCHASE’s *Math & Sports*, a multi-faceted project that will engage children on air, online and on the playing field in communities nationwide, kicks off April 7 on PBS KIDS GO!SM (check local listings). The *Math & Sports* initiative features five shows, including four new episodes, as well as an interactive Web game that gives kids the chance to challenge Hacker in the “CyberOlympics” at pbskidsgo.org/cyberchase.

“Sports are a perfect way to show kids that math is a useful tool to develop winning strategies,” says Sandra Sheppard, Thirteen/WNET New York’s director of Children’s and Educational Programming. “This new initiative aims to show kids

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how athletics incorporate math in ways they might not realize, while also reinforcing the power of teamwork in problem-solving. These concepts are as applicable on the field as they are in the classroom.”

The ***CYBERCHASE*** episodes call upon the CyberSquad to work together as a team and use math to foil the evil Hacker’s dastardly schemes. Through their adventures, which include a variety of competitions, kids will learn that math offers tools to sports success that they can try for themselves. The *Math & Sports* programs are:

- “Penguin Tears” (*encores April 7, check local listings*) The CyberSquad tries to stop Hacker from taking the Prism of Penguia. *Math topic: Bouncing (angle in = angle out)*
- “Team Spirit” (*premieres April 8, check local listings*) The CyberSquad overcomes a hot-headed dispute to choose the best lineup against Hacker in the Mount Olympus games. *Math topic: Number & Operations*
- “Jimaya Jam” (*premieres April 9, check local listings*) Trapped in a pyramid by Hacker, the CyberSquad must play their way out of a challenging basketball-like game called Jimaya Jam. *Math topic: Representation*
- “A Perfect Score” (*premieres April 10, check local listings*) When Buzz and Delete waltz off with Inez, Jackie must be Hacker’s partner in a dance competition to ensure her friend’s safe return. *Math topic: Number & Operations*
- “Chaos as Usual” (*premieres April 11, check local listings*) Overpowered by Hacker’s team of titans, the kids track patterns in player performance to improve their chances of winning. *Math topic: Data Collection in Sports*

CYBERCHASE For Real, a live-action segment found at the end of each animated episode, will include Harry learning from the New York Mets’ pitcher John Maine how he uses math in every game. Harry will also try to figure out the best order for him and his teammates to swim in a relay race to increase their chances of winning.

“Sports are very popular with kids and rich in opportunities to engage them in math concepts such as problem solving, geometry and data-analysis,” says executive producer Frances Nankin. “One of our goals with *Math & Sports* is to empower kids who might otherwise want to sit on the sidelines, and encourage them to get out there and participate, just to try out the concepts.

They're fun and easy to grasp, and guaranteed to make everyone want to play!"

To engage children while reinforcing and extending the messages of the broadcasts, *CYBERCHASE Math & Sports* is supported with free educational materials, including a digital activity toolkit that combines a DVD containing the five episodes and short segments and a CD-Rom containing hands-on activities. A *CYBERCHASE* comic book and poster are also available. These resources will be available to educational and community partners through the series' companion Web site and Outreach Portal.

Parents and teachers can find tips for ways to combine math with sports, plus activities at pbskidsgo.org/cyberchase. For *Math & Sports*, an all-new interactive game will encourage players to try out math skills from the episodes and experience the results on a virtual playing field.

To further extend the learning opportunities found in the *CYBERCHASE Math & Sports* episodes, Thirteen's outreach team oversees a number of educational workshop presentations for partners as well as appearances at special events for educators and families throughout the year. The team fosters connections between new and established community partners and PBS stations to increase program visibility and educational impact.

Additionally, the *CYBERCHASE* outreach team provides workshops at Girls Inc. and AAHPERD (American Association of Health, Physical Education, Recreation and Dance) conferences, and offers phone training and materials to other partners, including children's and science museums. The outreach team will also have a presence at upcoming community events, including Sally Ride Science Festivals.

CYBERCHASE – the only math series for children on American TV – airs daily on PBS KIDS GO! across the country. Check local listings at *CYBERCHASE Online*: pbskidsgo.org/cyberchase. In the tri-state area, *CYBERCHASE* can be seen weekdays at 5 p.m. and 8 a.m. on Thirteen/WNET New York, Saturday at 12:30 p.m. and Sunday at 8 a.m. on V-me and Monday-Friday at 7 a.m. on WLIW21.

CYBERCHASE is produced by Thirteen/WNET New York in association with Title Entertainment Inc. Executive producers are Sandra Sheppard, Thirteen's director of Children's and Educational Programming, and Frances Nankin. Ellen Doherty is senior series producer.

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[Full press release and **CYBERCHASE** images are available in the Thirteen Online Pressroom: <http://www.thirteen.org/pressroom>.]

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Thirteen/WNET New York

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 Teaching and Learning Celebration – as well as Web sites and other digital media platforms. More information can be found at: www.thirteen.org.

Title Entertainment Inc.

Title Entertainment Inc. was founded in 2004 by industry veterans Dulcie Clark and Frank Taylor. The company is active in animation, documentaries and drama. Recent productions include the one-hour Celtic music documentary *The Exiles Return* shot in Ireland for Canada's Global Television, the popular CBC animated children's series, *The Secret World of Og*, and the 26-half-hour Canadian-Australian co-venture *Sumo Mouse* for Australia's Ten Network and BBC Kids Canada. Title's sister company, PIP Animation Services Inc., is now in its 10th year. With a staff of 85, its many credits include *Carl Squared* (for Portfolio Entertainment), *Caillou* (for Cookie Jar Entertainment), and John Kricfalusi's *Ren & Stimpy*.

PBS KIDS and PBS KIDS GO!

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 73 million people each week and reaching 99% of American homes.

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