



Thirteen/WNET New York
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***MATH MEETS METEOROLOGY WHEN CYBERCHASE LAUNCHES
"WEATHER WATCHERS" IN TIME TO CELEBRATE EARTH DAY,
THIS APRIL ON PBS KIDS GO!SM***

pbskidsgo.org/cyberchase

CYBERCHASE
is produced by

New Episodes Feature Special Guest Star NBC Meteorologist Janice Huff, Along with New Immersive Web Game and Hands-on Activities



What if kids could get involved with predicting their own snow days - or hit-the-beach days? Beginning Monday, April 20th on PBS KIDS GO! (check local listings), they

Major funding for
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can find out a lot more about weather with one of their favorite animated series!



NATIONAL SCIENCE
FOUNDATION

CYBERCHASE is launching a new seventh-season *Weather Watchers* initiative that

brings climate issues front and center with new episodes, a challenging new online

game, and rich outreach activities. On hand to lend her weather wisdom is NBC

meteorologist Janice Huff, who will voice the cartoon character of Stormy Gale and

also appear as herself in two *CYBERCHASE For Real* segments.



CYBERCHASE's *Weather Watchers* will explore real-world math

connections in a context that encourages kids to take action and seek answers about

the weather and its impact on the environment. The initiative launches just in time for

PBS KIDS Share the Earth Day on April 22.



Corporation
for Public
Broadcasting

“Earth Day is the perfect time to show kids how they can use math to explore

weather and take action in our environment,” says Sandra Sheppard, Executive

Producer. “We are thrilled to have Janice Huff, whom thousands of families trust for

their weather information every day, to help get kids excited about this new

Additional funding
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CYBERCHASE adventure.”

CYBERCHASE For Real, a live-action segment found at the end of each animated episode, will show how Janice Huff from WNBC New York and “The Today Show” uses math with every weather forecast. “You can't understand the weather without using math - it's a big part of my job every day,” says Huff. “After watching these *CYBERCHASE* episodes, young viewers will never look at the weather report the same way again - and they may even want to go test out those forecasts for themselves!”

The *Weather Watchers* initiative features five math and weather-themed episodes, including four premieres; a new interactive Web game at *CYBERCHASE Online* (pbskidsgo.org/cyberchase); hands-on activities for kids; tips for parents and teachers and other outreach efforts, reaching kids on air, online and in communities nationwide.

The *Weather Watchers* episodes will embed math concepts in situations where the CyberSquad quantifies atmospheric conditions, makes predictions and measures physical properties to get out of jams caused by the villainous Hacker. Janice Huff helps reinforce these concepts with her animated and “for real” appearances in the first two episodes on April 20 and 21.

On the web, *CYBERCHASE Online* will launch fresh, exciting activities and materials tied to the Weather Watchers theme for season seven. A new immersive game will enable kids to respond to simulated weather conditions by using math to solve weather-related problems. This interactive experience features several mini-games where kids must save Cyberspace by using math to solve weather-related problems.

Also on *CYBERCHASE Online*, kids and adults will be able to watch *Weather Watchers* episodes 24-7 and download them for free. The episodes will also stream on the PBS KIDS GO! video player at pbskids.org/go/video. Parents and teachers can find tips for ways to combine math and weather, plus weather-related activities and educational outreach materials, at

CYBERCHASE Online (pbskidsgo.org/cyberchase).

For more **CYBERCHASE** fun, don't miss the February premieres of brand new, web-exclusive online videos, The *Misadventures of Buzz & Delete*, *Lucky Star Game Show*, and the live-action *Math Magic* with “Harry” from **CYBERCHASE For Real**. These short form videos can be streamed or downloaded at pbskidsgo.org/cyberchase or, in early February, on the PBS KIDS GO! video player, perfect for the classroom or on-the-go mobile devices. Kids can also go online to play related games and continue the adventures!

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, 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 in association with Title Entertainment Inc. and WNET.ORG. 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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About WNET.ORG

New York public media company WNET.ORG is a pioneering provider of television and web content. The parent of Thirteen, WLIW21 and Creative News Group, WNET.ORG brings such acclaimed broadcast series and websites as Worldfocus, Nature, Great Performances, American Masters, Charlie Rose, Wide Angle, Secrets of the Dead, Religion & Ethics Newsweekly, Visions, Consuelo Mack WealthTrack, Wild Chronicles, Miffy and Friends, and *Cyberchase* to national and international audiences. Through its wide range of channels and platforms, WNET.ORG serves the entire New York City metro area with unique local productions, broadcasts and innovative

educational and cultural projects. In all that it does, WNET.ORG pursues a single, overarching goal - to create media experiences of lasting significance for New York, America and the world. For more information, visit www.wnet.org.

About PBS KIDS and PBS KIDS GO!

PBS KIDS, for preschoolers, and PBS KIDS GO!, for early elementary school kids, offer all children - from every walk of life - the opportunity to explore new ideas and new worlds through television, online and outreach programs. With positive character role models and content designed to nurture a child's total well-being, PBS's online and community resources - including PBS KIDS online (pbskids.org), PBS KIDS GO! online (pbskidsgo.org), PBS Parents (pbsparents.org), PBS Teachers (pbsteachers.org), PBS KIDS Raising Readers and literacy events across the country - leverage the full spectrum of media, technology and community to build knowledge, critical thinking, imagination and curiosity. Empowering children for success in school and in life, only PBS KIDS and PBS KIDS GO! have earned the unanimous endorsement of parents, children, industry leaders and teachers. PBS is a nonprofit media enterprise owned and operated by the nation's 356 public television stations, serving more than 115 million people on-air and online each month.

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