



FOR IMMEDIATE RELEASE
February 27, 2017

Contact: Tony Manfredi
tony@knpb.org
775-682-7791

KNPB TO GO LIVE WITH FREE, LOCALIZED 24/7 CHANNEL, JUST FOR KIDS

New TV Channel Will Support KNPB Mission to Reach Local Children with High-Quality Educational Content Around the Clock

(Reno, NV) – KNPB President and CEO Kurt Mische proudly announced today that the station will celebrate the launch of a channel unlike anything available in northern Nevada, on Monday, March 6, at 2:30 p.m. The new, free channel, **KNPB PBS KIDS**, will offer quality, educational programming around the clock, seven days a week, and also includes a live stream digital platform at knpb.org/knpbpbskids. The new channel will air on channel 5.3 and on Charter cable channel 185.

The public and media are invited to witness the pushing of the “Go-Live” button with KNPB staff, Curious George, Clifford the Big Red Dog, Bob the Builder, local kids and community members. This event marks the first addition of a new channel for KNPB since September 2007!

What: Official Go Live Launch of KNPB PBS KIDS Channel

When: Monday, March 6, 2017 at 2:30 p.m.

Where: KNPB Public Broadcasting

1670 N Virginia St, Reno, NV 89503

Who: KNPB Kids and community members will be pushing the button to officially launch the new channel

**** Cameras Welcome, Public Invited ****

The KNPB PBS KIDS 24/7 channel will include popular favorites such as [DANIEL TIGER'S NEIGHBORHOOD](#), [ODD SQUAD](#), [WILD KRATTS](#) and [DINOSAUR TRAIN](#); PBS KIDS' newest series [SPLASH AND BUBBLES](#), [NATURE CAT](#) and [READY JET GO!](#) will also be featured. The latest addition to the KNPB lineup plays an integral role in the long-term KNPB vision for its service to children in our region and will build on its reach and impact in the community, where it provides essential services for kids, parents and teachers. In the coming year, KNPB will also continue with its direct, in-classroom educational services including Ready To Learn and PBS Learning Media initiatives. KNPB PBS KIDS 24/7 will replace KNPB Vme.

###

About KNPB

KNPB is seen by more than 130,000 people weekly in northern Nevada and northeastern California with additional viewership on multicast channels KNPB Create on channel 5.2, and in March 2017 the new KNPB PBS KIDS on 5.3. KNPB channels are also available on cable and satellite services. KNPB provides PBS national programming and award winning locally produced KNPB content. KNPB.org provides engaging interactive content, including the KNPB video portal at watch.knpb.org that streams all locally produced KNPB content and most PBS national content. KNPB serves students, teachers, parents and caregivers through immersive educational services from KNPB Education Services that bring classroom lessons to life. Through the support of local corporations and foundations, as well as individual members, KNPB has been delivering public television and educational services to the communities it serves since 1983.