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**SUPER READER PALOOZA PART OF WHYY AND Y KIDS CLUB'S INITIATIVE
TO PROMOTE READING AND LITERACY**

Event to Feature Costumed Characters From PBS Kids Program Super WHY!

PHILADELPHIA, May 4, 2009 — Super Reader Palooza — the latest event in a series of WHYY and Y Kids Club's educational initiatives — will be held Saturday, May 16, from 11 a.m. to 1 p.m., at Franklin Square Park, 200 N. Sixth St., Philadelphia.

Family tickets to the event cost \$5 for WHYY members and \$20 for nonmembers.

At Super Reader Palooza, families will be encouraged to incorporate reading into everyday activities, especially after the school year ends. Super Reader Palooza will promote literacy development through interactive activities, crafts and appearances by Super WHY and Alpha Pig of the popular PBS Kids' program, *Super WHY!*

WHYY and Y Kids Club are engaged in a monthlong initiative to promote reading and literacy to families in the Delaware Valley. Building on the lessons in programming for children broadcast on WHYY-TV's, WHYY is promoting early development and continuing literacy development in young children.

WHYY and Y Kids Club kicked off their literacy initiative April 25 in Princeton, N.J., where they promoted reading at the Communiversity Festival of the Arts. They also partnered with Borders' Avenue of the Arts store in Philadelphia during a recent book drive. The books will be distributed at select Head Start locations.

For more about the Y Kids Club and to sign up for membership, visit www.whyy.org/kidsclub.

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