



Exploring your world, one mission at a time



[Plum Landing Press Sample Release]

For Immediate Release

<DATE>

<EVENT TITLE> helps area families get outdoors, connect with nature, and become inspired caretakers of the environment.

<LOCATION>: <YOUR ORGANIZATION NAME>, in conjunction with PLUM LANDING, a PBS KIDS environmental-science media project for kids ages 6 to 9 and their families, is helping the next generation take on a lifelong commitment to staying physically active and exploring and caring for the planet.

Area families can join us for outdoor fun that helps them stay fit and learn more about the animals, plants, water, and weather in <city/town>.

<EVENT DESCRIPTION>

<QUOTE FROM YOUR ORGANIZATION>

"We're very excited to see <YOUR ORGANIZATION NAME> connect with local kids and families to get them active outdoors while sparking their curiosity about planet Earth and inspiring them to take care of it," says Marisa Wolsky, Executive Producer of PLUM LANDING.

About PLUM LANDING

PLUM LANDING is an environmental-science multimedia project that uses animated webisodes, online games, free apps, hands-on science activities, live-action videos—plus a curious alien named Plum—to help connect kids ages 6 to 9 to nature, teach them about ecosystems, and get them excited about their role as caretakers of the planet. PLUM LANDING is produced by WGBH. Major funding for PLUM LANDING is provided by the National Science Foundation, the Corporation for Public Broadcasting, and the Kendeda Fund. Additional funding is provided by the Northern Research Station, Forest Service, U.S. Department of Agriculture.

About WGBH

WGBH Boston is America's preeminent public broadcaster and the largest producer of PBS content for TV and Web. Television channels include WGBH 2, WGBX 44, and the digital channels



World and Create. WGBH Radio serves listeners across New England with 89.7 WGBH Boston Public Radio; 99.5 WCRB; and WCAI, the Cape and Islands NPR Station. Find more information at wgbh.org.

About PBS KIDS

PBS KIDS, the number one educational media brand for kids, offers all children the opportunity to explore new ideas and new worlds through television, online, mobile, and community-based programs. Kidscreen and Webby-award winning pbskids.org provides engaging interactive content, including the PBS KIDS video player, now offering free streaming video accessible on computer- and mobile-device-based browsers. For more information on specific PBS KIDS content supporting literacy, science, math, and more, visit pbs.org/pressroom, or follow PBS KIDS on Twitter and Facebook.



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PLUM LANDING is produced
by WGBH Boston

MAJOR FUNDING



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ADDITIONAL FUNDING



pbskids.org/plumlanding

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