

NEWS RELEASE



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ADVENTURES ARE JUST A CLICK AWAY AS WHY Y INVITES CHILDREN AND FAMILIES TO EXPLORE LEARNING, THE ARTS, AND GREATER PHILADELPHIA WITH ALL NEW KIDS' PROGRAMMING

PHILADELPHIA – (June 1, 2023)–Two new original kids' programs – created locally by WHY Y – will premiere this summer: Albie's Elevator, launching June 12 and The Infinite Art Hunt, launching July 3. The shows, available through WHY Y Kids on YouTube and on WHY Y-TV 12, whisk children and families away on a learning expedition through live-action scenes, animation, and funny, fast-paced interactions between humans and puppets alike. With the help of real-life local artists, figures, and locations, each episode features a fantastical journey inspiring problem-solving, social-emotional development, and exploration through the lens of art – all on location right here in the Greater Philadelphia region.

The programs will be distributed to public television stations nationally in the fall through American Public Television (APT).

The brand-new programming is designed to provide fun, educational content with a focus on preschool-aged children and elementary school students. Albie's Elevator explores the ups and downs of preschool problem solving, while The Infinite Art Hunt invites elementary aged children on a virtual field trip covering a range of artistic mediums and styles. The shows' stars – Albie and Freddie, respectively – bring curiosity, creativity, and tenacity to each challenge they face. Albie, a macaroni-and-cheese-colored puppet, learns to use words to express feelings with a poet, celebrates that friends can have different favorites with a visit to the Delaware Art Museum and discovers how to control volume from an opera singer. Infinite Art Hunt characters experience lessons full of fun and care exploring art in unexpected places such as Philadelphia Airport, explore perspective at Grounds for Sculpture and discover empathy at South Street's Magic Gardens.

"WHYY has long been the place to go for trusted, educational enrichment, including literacy and early learning programs—particularly during the COVID-19 pandemic when social distancing placed limitations on youth engagement and in the summer when school is out of session," said William Marrazzo, WHY Y President and Chief Executive Officer. "I'm so proud of the fact that WHY Y producers, writers and designers have created two world-class programs right here in our own studios."

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WHYY's education team in partnership with its education consultant, has custom created curricula to accompany each episode as an added support for caregivers and educators. Lesson plans and activities help the learning continue long after the end credits roll, with important vocabulary, questions to spark conversation, recommended books and links to additional resources. Materials for both shows will be available from PBS Learning Media.

"WHYY's educational programming teaches young people to explore their environment, solve problems, tell stories and interact with their peers," said Terri Murray, WHYY's Vice President and Chief Content Officer. "We can't wait to see the happy faces of children in our region enjoying these new programs."

Families will have the opportunity throughout Summer 2023 to explore each show in person through a series of immersive events in Philadelphia, Southern New Jersey, and Delaware. These high-energy events will bring each show to life with episode screenings and fun, engaging activities that reflect themes from the shows.

Albie's Elevator

Coming June 12, Albie's Elevator invites young children to follow the everyday challenges and triumphs of a young elevator operator, Albie. Geared toward children ages two to five, Albie's Elevator has a particular focus on social-emotional learning, as young viewers watch Albie navigate her big emotions.

Each episode begins in the elevator, as Albie – excited to begin a new adventure – encounters a problem she's not sure how to navigate. Whether it's an impossibly long line for free French toast or losing a dance contest, her adult neighbors are there to help Albie find a solution. Together they take the elevator into "Starling Mode" to visit an artist neighbor who not only shares their creative process but also an example of how to navigate life's twists and turns. Back on the elevator, Albie is inspired to find a solution to her own dilemma.

Through experiences and conversations with her neighbors, Albie introduces viewers to the world of arts and culture, while also modeling how those experiences help her better understand herself and how to get along with others. Albie feels a wide range of emotion: when she's excited about something, she's over the moon, but when she's upset, things come to a halt. Viewers follow along as Albie learns healthy ways to cope with her emotions – and the feelings and emotions of the people around her.

The Infinite Art Hunt

Premiering July 3, The Infinite Art Hunt invites viewers to join Freddie, a kid on a mission to see as much art and meet as many amazing artists as she possibly can in one summer.

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Alongside Freddie, viewers undergo a series of virtual field trips across the Delaware Valley to develop an appreciation and awareness of the arts, as well as social-emotional skills.

Episodes begin in “Freddie’s Corner,” where Freddie introduces her art mission and whatever pressing problem is weighing on her mind. With the help of her Grandma Tilly and her cousin Ty, Freddie sets off on a mission to a real-life location in the Greater Philadelphia region with a real local artist to act as her guide. They talk about their own art practice as part of a rapid-fire interview segment known as “Too Many Questions” and sometimes provide demonstrations or a chance for Freddie to try something new. That could include hip hop dancing, throwing clay on a wheel, collaging, or arranging art.

The Infinite Art Hunt follows an arts learning curriculum based on the PBS Kids arts learning framework. This includes exploring visual, performing, and literary arts and creating, responding, and connecting to the art.

In Season One, Freddie will visit the following local partners and sites:

- The Barnes Foundation
- Clay Studio
- Magic Gardens
- Grounds for Sculpture
- Asian Arts Initiative
- Taller Puertorriqueño
- Dox Thrash House & Rod Jones
- Diane Burko
- Mickayel Thurin
- PHL Collective
- Amalgam Comics & Eric Battle
- Move Makers
- Philadelphia Airport
- Percy Street Project & Conrad Benner
- Playbrary at Smith Memorial Playground

Albie’s Elevator and The Infinite Art Hunt were made possible by a generous grant from The William Penn Foundation with additional support from The Corporation for Public Broadcasting, The Sidewater Family Foundation, and The Thomas Locke Foundation.

About WHYY

WHYY, the Philadelphia region’s leading public media provider, has served southeastern Pennsylvania, southern New Jersey and all of Delaware for nearly 70 years. WHYY takes pride in bringing its audience

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news when it needs it, entertainment when it wants it and education when it counts — on television, radio, online and in the community.