



WKAR Supports Summer Learning in Mid-Michigan Thanks to Donation from Carson-Dellosa Publishing

East Lansing, MI, August 4, 2014 – This summer WKAR is providing free PBS KIDS resources on-air, on digital platforms and in our community to help bridge the summer learning gap. Starting June 2nd, WKAR debuted a new summer schedule, as well as a variety of digital resources and community activities to keep families learning and exploring all summer long.

Now, WKAR is proud to announce the distribution of free early-learning books to children in mid-Michigan, thanks to a generous donation from Carson-Dellosa Publishing to PBS KIDS. These books will be distributed in partnership with Capital Area Community Services (CACS) Head Start to help address the learning losses that can occur during the summer months. CACS Head Start serves more than 1600 children and their families in Clinton, Eaton, Ingham and Shiawassee counties.



“WKAR is committed to providing media resources to support the development of early literacy skills – especially during the summer months,” said Gary Reid, General Manager, WKAR. “When children go back to school in the fall, teachers typically spend between four and six weeks re-teaching material that students have forgotten over the summer. We know that parents are looking for ways to bridge this summer learning gap, so we’re working with partners like Carson-Dellosa to provide materials that support reading and learning throughout the summer.”

Photo Available

[FLICKR.COM/PHOTOS/WKAR/14641814640/](https://www.flickr.com/photos/wkar/14641814640/)

WKAR student employees prepare more than 1600 books for distribution to mid-Michigan children and families. The books were a donation from Carson-Dellosa Publishing to PBS KIDS. credit: Anthony Cepak/WKAR-MSU

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About WKAR

WKAR is part of Michigan State University's College of Communication Arts and Sciences and includes WKAR TV, WKAR Radio, WKAR.org, WKAR Radio Reading Service and WKAR Ready To Learn Service. WKAR is funded in large part by community viewer and listener contributions with additional support from Michigan State University and the Corporation for Public Broadcasting.

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](https://twitter.com/pbskids) and [Facebook](https://facebook.com/pbskids).

About Carson-Dellosa

Carson-Dellosa Publishing Group, based in Greensboro, North Carolina, was founded by teachers and boasts a 35-year history as the leading supplemental education provider for educators, parents, and students around the world. Carson-Dellosa is renowned for nurturing a child's learning potential and environment through standards-based curriculum, innovative digital learning products, supplemental learning materials, and classroom resources.

Carson-Dellosa proudly provides teachers, parents, and children around the world with the best possible educational materials produced by the industry's most recognizable and respected award-winning brands, including Summer Bridge Activities®, Mark Twain Publishing, Spectrum®, Thinking Kids®, and Brighter Child®. To learn more about Carson-Dellosa, visit carsondellosa.com, [Facebook.com/CarsonDellosa](https://facebook.com/CarsonDellosa), [Twitter.com/CDPub](https://twitter.com/CDPub), [Pinterest.com/CarsonDellosa](https://pinterest.com/CarsonDellosa), or [Youtube.com/CarsonDellosaPub](https://youtube.com/CarsonDellosaPub)

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