



FOR IMMEDIATE RELEASE:

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WEDU Launches New Weekly Arts and Culture Series, *WEDU Arts Plus*

***WEDU Arts Plus* Premieres on Thursday, February 28 at 8pm on WEDU**

A new primetime arts and culture series premieres Feb. 28 | 8 PM

WEDU ARTSPLUS

Tampa, FL — WEDU, West Central Florida's leading PBS television station, will launch a new weekly arts and culture series championing the arts in West Central Florida and across the country. ***WEDU Arts Plus*** will premiere on **Thursday, February 28th at 8pm**

on WEDU. This new weekly series will shine the spotlight on arts organizations, as well as share a diverse range of cultural and educational experiences through WEDU's partnership with other major market PBS affiliates.

"We are very fortunate to work with an incredible team of professionals locally and within the national PBS system and this collaborative project speak to our innovative efforts to provide quality educational and entertaining content. True to our mission as a PBS member station, WEDU is proud to play a part in bringing our viewers this exceptional program series," said **Susan Howarth**, President and CEO for WEDU, expressing her enthusiasm for the series.

WEDU Arts Plus is a result of a collaborative effort of a group of innovative large market PBS stations to launch the "Major Market Group Arts Initiative." This collaboration allows PBS stations like WEDU to share their local arts and culture features with one another. The weekly series will feature a myriad of performing and visual arts and cultural experiences both locally and nationally, allowing West Central Florida's arts and culture institutions to get their stories out to a national audience.

WEDU Arts Plus is supported by a grant from the S.L. Gimbel Foundation.

ABOUT WEDU

WEDU is West Central Florida's leading PBS station and public media company reaching 16 counties through media platforms including on-air programming and online experiences that broaden horizons, transport and transform and open gateways to new ideas and new worlds. Financially supported by the community, the organization offers a wealth of award-winning inspirational, educational and enlightening content over a variety of multi-media platforms including: television programming, station's website, www.wedu.org and various social media platforms, monthly member magazine *Premiere*, educational outreach activities and a myriad of special events. WEDU's focus on the local community has resulted in the station being regarded as a beacon of trust for men, women and children of every walk of life no matter their age, ethnicity or socio-economic status. WEDU is a treasured community resource; a window to the world for the homebound and a vital educational source for the youngest members of society. WEDU prides itself on its position in the Tampa Bay community as a leader, partner, informed citizen and a member of PBS, the most trusted institution in America (Harris Interactive Trust QuickQuery, February 2012). For more information, program schedules or to support WEDU visit www.wedu.org; WEDU Public Media on Facebook and Twitter or call 813.254.9338.

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