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MEDIA CONTACT: Allison Alvarez Hedrick
Vice President of Communications
P: 800.354.9338 ext. 2240
E: ahedrick@wedu.org

WEDU PBS Receives \$200,000 Grant from Newman's Own Foundation

Tampa Bay, FL – WEDU, West Central Florida's primary PBS station, announced today that the station has been awarded a \$200,000 Membership Challenge Grant over two years from **Newman's Own Foundation**, the independent foundation created by the late actor and philanthropist, Paul Newman. The award to **WEDU PBS** reflects the ongoing commitment of Newman's Own Foundation to support public service and open dialogue.

The Newman's Own Foundation Challenge Grant will serve to bolster WEDU's 2015 and 2016 membership drives, encourage support from additional foundations and organizations, and ultimately support WEDU's mission of providing high quality television programming, educational services, and community outreach activities.

"With this generous support from the Newman's Own Foundation, we can continue to provide quality arts and culture, educational and public affairs programming in West Central Florida," said **Susan Howarth**, WEDU President and CEO. "We are grateful for the opportunity to leverage the Newman's Own Foundation Challenge Grant to acquire new donors and motivate existing donors to translate their passion for WEDU into increased financial support for the PBS programs they have come to love."

This is part of a \$2.6 million commitment that Newman's Own Foundation is making to public broadcasting stations around the country.

"Paul Newman believed that the independent voice played a critical role in making our world a better place," said **Robert Forrester**, President and CEO of Newman's Own Foundation. "He was a strong supporter of public broadcasting, and we are proud to maintain that support through our funding of WEDU in West Central Florida."

Paul Newman established the Foundation in 2005 to continue his legacy of donating all net profits and royalties from the sale of Newman's Own products to charity. Since the food company's founding in 1982, Newman and Newman's Own Foundation have donated more than \$400 million to thousands of charities worldwide.

ABOUT WEDU PBS

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 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 (ORC International's DualFrame CARAVAN, January 2014). For more information, program schedules or to support WEDU visit www.wedu.org; WEDU Public Media on Facebook and Twitter (@wedupbs) or call (813) 254-9338.

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