

FOR IMMEDIATE RELEASE:

August 24, 2015



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

WEDU PBS Encourages Reading Readiness as Children Head Back to School in West Central Florida Thanks to Donation from PBS Kids and Overstock.com



Tampa, FL – Capping off a summer of fun, exploration and learning, **WEDU PBS** is proud to announce the distribution of more than 500 free books to children in West Central Florida, thanks to a generous donation from **PBS KIDS** and **Overstock.com**. These books will be distributed through December 1st at the **Glazer Children’s Museum** during the

Children’s Board of Hillsborough County’s Free Tuesday events. The project strives to foster a love of reading and learning and build kids’ excitement about returning to school this fall.

“WEDU is committed to providing free, readily available media resources that spark children’s curiosity to support learning and the development of early literacy skills – especially during the summer months and the back-to-school season,” said Allison Hedrick, WEDU Vice President of Communications. “As children return to school this fall, teachers will typically spend between four and six weeks re-teaching material students have forgotten over the summer. We know parents are looking for ways to foster their children’s learning and love of reading, so we’re working with partners like PBS KIDS and Overstock.com to provide materials that will make a difference in our community.”

ABOUT WEDU PBS

WEDU PBS is West Central Florida’s primary 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 media platforms including: television programming, station’s website, 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 2015). For more information, program schedules or to support WEDU PBS, visit wedu.org, WEDU Public Media on Facebook and Twitter or call 813.254.9338.

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, digital platforms and community-based programs. Kid screen- and Webby-award winning pbskids.org provides engaging interactive content, including digital games and streaming video. PBS KIDS also offers mobile apps to help support young children’s learning. The PBS KIDS Video App is available on a variety of mobile devices and on platforms such as Roku, Apple TV, Amazon Fire TV, Android TV, Xbox One and Chromecast. 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://www.facebook.com/pbskids)

ABOUT OVERSTOCK.COM

[Overstock.com](http://www.overstock.com), Inc. (NASDAQ:OSTK) is an online retailer based in Salt Lake City, Utah that sells a broad range of products at low prices, including furniture, rugs, bedding, electronics, clothing, and jewelry. [Worldstock.com](http://www.worldstock.com) is dedicated to selling artisan-crafted products from around the world whereas Main Street Revolution supports small businesses across the U.S. by providing them a national customer base. Overstock has additional community-focused initiatives such as a [Farmers Market](http://www.farmersmarket.com) and [pet adoptions](http://www.petadoption.com). Forbes ranked Overstock in its list of the Top 100 Most Trustworthy Companies in 2014. Overstock sells internationally under the name [O.co](http://www.o.co). Overstock (<http://www.overstock.com> and <http://www.o.co>) regularly posts information about the company and other related matters under [Investor Relations](http://www.investorrelations.com) on its website.

-WEDU-

WEDU PressRoom: www.wedu.org/press

WEDU Video Portal: <http://video.wedu.org>

WEDU on Facebook: www.facebook.com/wedupublicmedia

WEDU on Twitter: www.twitter.com/wedupbs