



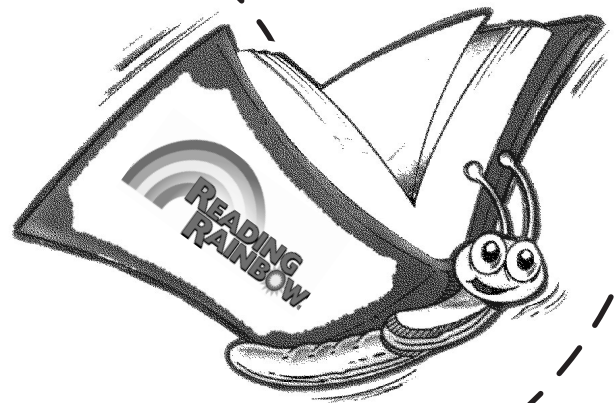
Fact Sheet

READING RAINBOW is the critically-acclaimed multi-award-winning half-hour PBS television series hosted and co-executive produced by **LeVar Burton**.

READING RAINBOW, which builds lasting friendships between children and books, is targeted to children 4-8 and is **broadcast daily (M-F) by 95% of all public television stations.**

READING RAINBOW has received **enthusiastic international acclaim**, garnering more than 150 awards, including **20 Emmys** (eight for "Outstanding Children's Series"), a prestigious **Peabody**, **eight CINE Golden Eagles**, **seven Parent's Choice Awards**, and **three international Prix Jeunesse Awards.**

(continued)



READING RAINBOW is the **#1-most-watched PBS program in the classroom** according to the most recent study commissioned by PBS. Librarians and booksellers report that books featured on the program receive enormous requests and quickly become “classics” in kids’ personal libraries.

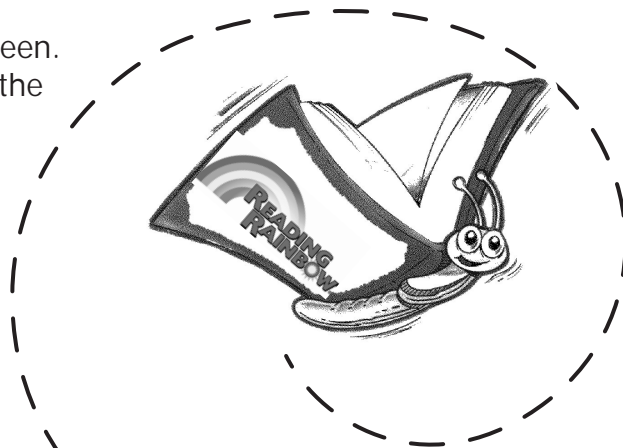
READING RAINBOW’s dynamic, fast-paced, magazine-style format - features on location, real life settings, colorful animation, hip music videos, and lots of singing and dancing. Popular personalities, including books, while captivating illustrations appear on-screen. Capsule reviews presented by real kids expand on the themes in the feature book, while “Kid-on-the-street” interviews allow real kids to sound off about issues in each episode.

As **READING RAINBOW’s** host, LeVar transports children to a broad range of **exciting, on-location, real-life settings**—from an erupting volcano in Hawaii to a coral reef in Florida to the lights of Broadway. The series introduces kids to interesting new people and places, explores important social and cultural issues, and offers a fresh look at the world around them. **introducing them to interesting new people and places, explores important social and cultural issues, and offers a fresh look at the world around them.**

Reading Rainbow® is a production of GPN/Nebraska ETV Network and WNED-TV, Buffalo, NY and produced by RCN Entertainment. Funding is provided by The National Science Foundation, PBS and public television viewers. Reading Rainbow® is a registered trademark of GPN/WNED-TV.

CONTACT

For more information about the series contact GPN at 1-800-228-4630 or gpn@unl.edu.



Visit **READING RAINBOW** online at <http://gpn.unl.edu/rainbow> for activities and resources for parents and teachers, as well as fun games and kid-created stories for youngsters.

