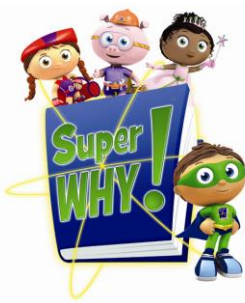




## **SUPER WHY! AND BLUE'S CLUES CO-CREATOR ANGELA C. SANTOMERO JOINS WESTCHESTER CHILDREN'S MUSEUM BOARD OF ADVISORS**

### **MS. SANTOMERO TO SERVE ON EDUCATION ADVISORY COMMITTEE FOR MUSEUM EXHIBITS AND PROGRAMS**

March 9, 2009.... The Westchester Children's Museum announced today the appointment of Angela Santomero, Co-Creator, Executive Producer and Head Writer for Nick Jr.'s landmark series, *Blue's Clues*, and a Founding Partner and Executive Producer of Out of the Blue Enterprises LLC, to the Board of Advisors. Ms. Santomero is also the Creator, Executive Producer, and Head Writer of *Super WHY!* (see image left), the award-winning and critically-acclaimed animated series for preschoolers airing nationwide on PBS KIDS, which helps build literacy skills through interactive storybook adventures and a groundbreaking approach to reading education. Ms. Santomero, a resident of Greenwich, CT, will serve on the Museum's Education Advisory Committee, providing counsel for the development of the Museum's educational programming and exhibits. The Westchester Children's Museum is currently in the final planning and campaign phase to build a vibrant, new interactive learning center, based at Rye Playland in Rye, NY, scheduled to open at the end of 2010.



"Ms. Santomero's landmark research and curriculum plan for *Super WHY!* and *Blue's Clues* have forever changed the way pre-schoolers watch television," states Tracy R. Kay, Executive Director of the Westchester Children's Museum. "Her ability to integrate education, entertainment and active participation helped make *Blue's Clues* a breakthrough educational program that enables children to learn through play. This is the very essence of what we hope to accomplish at the Westchester Children's Museum. To be able to tap into Angela's experience and expertise through our Education Advisory Committee is truly a unique opportunity and we are deeply honored to welcome her into our development process."

"I am delighted to join the prestigious Advisory Committee for the museum," says Ms. Santomero. "The Westchester Children's Museum's important mission to help young people develop their minds and expand their educational horizons is an admirable one and I am looking forward to being a part of taking the extraordinary organization's programs to the next exciting level."

The Education Advisory Committee is composed of elementary school educators and administrators; early childhood development specialists; and children's museum educators, among others. The Advisory Committee will contribute to the development of interactive programs and exhibits at the Museum that explore subjects such as the arts, the environment, multiculturalism and the local and global communities. Committee members will also provide guidance on the growth and development of the Museum's current outreach program – the "Museum Without Walls".

In 2007, Ms. Santomero was named one of *Broadcasting & Cable's* "Next Wave of Women," the magazine's annual look at a new generation of leaders. At Out of the Blue Enterprises LLC, which she co-founded with partner Samantha Freeman, a former Nickelodeon executive and veteran in business development, licensing and licensing of children's content, Ms. Santomero oversees the research and creative development of all of the company's projects, with a mission and vision to bring educational



Angela Santomero

entertainment to a whole new level. Her innovative approach to children's television derives from her extensive background in developmental psychology, instructional technology and education.

Ms. Santomero is Co-Creator, Executive Producer, and Head Writer of Super WHY!, the only preschool property to boost key literacy skills through classic fairytales with an innovative twist and empowering young heroes. The progressive series launched on PBS in September 2007 to critical acclaim, and the multi-platform program received a prestigious Ready to Learn Grant from the Corporation for Public Broadcasting and the U.S. Department of Education.

Ms. Santomero began her career at Nickelodeon in the research department, educating executives, producers and writers on specifics of child development. During the conception of Nick Jr., Ms. Santomero also served as content manager for the block's initial programs *Allegra's Window* and *Gullah Gullah Island*. Later, Angela helped Nick Jr.'s creative team extend the Bill Cosby book series, *Little Bill*, into stories that would meet the social and emotional needs of young children through the medium of television.

At Out of the Blue, Ms. Santomero has continued her ongoing relationship with Nickelodeon, most recently creating, writing and developing the ten episode puppet spin-off Blue's Room and an hour-long prime-time special, "Meet Blue's Baby Brother" for Nick Jr.

### **Westchester Children's Museum Campaign Status**

With guidance from teachers, education administrators, cultural and community leaders, and parents, the exhibitions and programs of the Museum will draw from the dramatic history, cultural diversity, flourishing environments and ecosystems, and the rich literary and artistic traditions of the Westchester, The Bronx, Fairfield, Rockland, and Putnam region. The educational content will be based on elementary school curriculum through fifth grade and the best practices in early childhood development studies. The Museum will be located in the landmark bathhouses on the boardwalk of Rye Playland. This historic setting evokes whimsy and sets the stage for an exceptional children's museum experience. While in the campaign to raise the funds necessary to build the Museum, the Westchester Children's Museum currently operates as a "museum without walls" -- until the walls are built, the Museum offers as much programming as possible at schools, community centers, community fairs and events, and libraries across the region.

In a unique public/private partnership, the County of Westchester will undertake an \$8.8 million renovation of the historic landmark Bathhouses in 2009, to prepare them for the Museum to build out the interior exhibition and visitor experiences. The Museum Campaign has raised more than half of its funds in its Phase I Campaign goal of \$7.5 million by the time the County has completed its renovations on the Playland Bathhouses in mid-2009. Most recently, the Museum received a pledge of \$1.3 million from the Thomas and Agnes Carvel Foundation. To complete the project, the Phase II goal is \$7 million to open and begin operating the Museum at the end of 2010. The Museum is seeking support from individuals, foundations, corporations and local business, as well as government and public sources.

The Westchester Children's Museum is a 501(c)3 nonprofit organization. All donations are tax deductible to the fullest extent of the law.

**To donate, volunteer, or just to learn more, the public can visit [www.discoverWCM.org](http://www.discoverWCM.org) or call the office of the Westchester Children's Museum at 914-421-5050.**

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