

Education NEWS & NOTES

Parents, Teachers, and ARTHUR—An A+ Team

(NAPSA)—Parents and teachers have a secret weapon in their quest to teach kids about everything from reading, writing, and problem solving to communication, understanding, and kindness... eight-year old aardvark, Arthur Read.

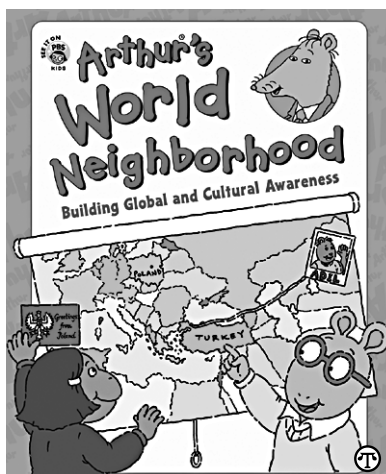
Since its debut on PBS in 1996, ARTHUR—produced by WGBH Boston and CINAR Corporation, and based on Marc Brown's best-selling books—has won the hearts of millions of children, who identify with Arthur and his friends as they encounter the joys and difficulties that all kids experience.

"Similar to my books, the entertaining storylines in ARTHUR include issues and subjects that are important and helpful to kids and families," says creative producer Marc Brown. "In addition, carefully crafted educational messages underscore each of Arthur's adventures."

But the learning—and the fun—doesn't stop when the television is turned off, thanks to free activity guides distributed to educators and parents and available via the "Grown-Ups" section of the Web site, at pbskids.org/arthur.

"Our goal, even from the early stages of the episodes' development, is to arm parents and teachers with the tools they need to interact with kids and make the lessons from the show come alive in their homes and classrooms," says executive producer Pierre Valette.

Developed with input from numerous educational advisors, each comprehensive teacher's guide and parent activity booklet features activities, resources, and tips that reinforce the series' goals, as well as season-specific themes. Topics include reading, writing, communication, sibling rivalry, friendships, health, and issues relevant to the newest generation of families, such as ways



The award-winning ARTHUR series helps kids appreciate their neighbors—near and far.

they can explore the Internet together and how to deal with frightening events children may experience in their communities or see on television.

Perhaps most importantly, the show and accompanying materials encourage and teach behaviors and attitudes that will grow in importance as the viewers themselves grow up. For example, the "Arthur's World Neighborhood" guide for primary grade teachers and after-school educators helps children learn to appreciate and understand their neighbors, whether they live around the block or across the world.

The lessons in global and cultural awareness taught in the guide are highlighted by episodes such as those about Arthur's Turkish pen pal, Baby Kate and Pal's experience with a wayward Italian circus flea, and Arthur's introduction to the Molinas, his new neighbors from Ecuador.

ARTHUR airs weekdays on PBS KIDS. For more information, and to download resources for parents and teachers, visit the Web site at pbskids.org/arthur.