

Between the Lions[®]

35 x 23



PBS[®]

INTERNATIONAL

Between the Lions[®]

35 X 23

CONTACT

Tom Koch, Vice President
PBS International
10 Guest Street
Boston, MA 02135 USA

TEL: +1-617-208-0735
FAX: +1-617-208-0783

jt Koch@pbs.org
pbsinternational.org

Targeted to beginning readers, *Between the Lions* uses a mix of music, stories, animation, live-action, and puppetry to advance its educational mission. Several of the nation's leading experts on reading and literacy have worked with the producers to develop a viewing experience that not only will motivate kids to read and write, but give them the skills to do so.

Between the Lions is named for a family of lions (parents Theo and Cleo and their two cubs, Lionel and Leona) who run an extremely unusual library. Not only is this library immune to budget cuts, but it's a place where books, words, and story characters come vividly and magically to life. The library also is home to an over-worked (and underpaid) computer mouse, a couple of renegade pigeons, and a curmudgeonly bust of the library's founder, all of whom will help transform the sometimes confusing process of learning to read into an entertaining adventure for young viewers.

And the formula is working. A University of Kansas study concludes that watching *Between the Lions* significantly improves early reading skills. Kindergartners who watched as few as 8.5 hours of *Between the Lions* raised their test scores 64 percent in many early reading skills, while those who did not watch the program raised their scores by 25 percent. The study also confirms the show's entertainment appeal: 95 percent of the participating kindergartners said they liked the show, and a significant portion ranked it as their favorite.

Critics like the show too. *Between the Lions* has captured the Television Critics Award for Outstanding Achievement in Children's Programming, the Parents' Choice Gold Award as Best TV Show for Kids 4-to-7 years old, and seven Daytime Emmy Awards!

In a rare move, the National Education Association (NEA) endorsed both *Between the Lions* and its companion Web site, pbskids.org/lions. "The National Education Association doesn't often recommend that children watch television," says Bob Chase, NEA president. "But in tandem with classroom teachers, this extraordinary PBS series will help many beginning readers master key skills that are essential to learning to read."

The colorful cast also includes Click the Mouse who keeps up with technology; Cliff Hanger who uses reading skills to get out of (and back into) sticky situations; Heath the Thesaurus who runs the reference department and spits out synonyms at will; Arty Smartypants who continues to dazzle us with his amazing pants; hapless Chicken Jane who scratches out warnings; Makeba Mooncycle, the "What's your name?" rapper, who brings a hip-hop feel to learning; and Martha Reader and the Vowelles who put soul into phonics.

120720

CREDITS

Executive Producer: Judith Stoia

Creative Producer: Christopher Cerf

Creative Director: Michael Frith

Series Producer: Sonia Rosario

A WGBH/Boston and Sirius Thinking, Ltd. production.

Photo Credit: © WGBH/Sirius Thinking



PBS[®]

INTERNATIONAL