



PRESS RELEASE

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WSRE announces Be My Neighbor Day broadcast event on May 22
Annual event focused on early education goes virtual this year



PENSACOLA, Fla., April 16, 2021 — After last year’s cancellation due to COVID-19, WSRE’s annual Be My Neighbor Day will return as a virtual event for families with young children on Saturday, May 22. A three-hour marathon of the “Daniel Tiger’s Neighborhood” show will focus on neighborly values with accompanying hands-on Kindness Kit activities for kids to do at home. The broadcast will air with live streaming starting at 6 a.m. and again at 1 p.m. on WSRE.

Participants will have online access to activity materials. Activity kits will also be available for pick-up at public libraries in Escambia, Santa Rosa and Okaloosa counties and Baldwin County, Alabama, starting May 1.

In the spirit of “Mister Rogers’ Neighborhood,” Be My Neighbor Day connects local families to the many educational and public safety resources available to them. Past events have drawn more than 2,000 people and 40-plus community organizations to WSRE at Pensacola State College.

“As we remain unable to host our annual gathering at the station, this virtual event gives us the opportunity to emphasize all of the digital resources available to families through PBS KIDS, PBS KIDS for Parents and PBS LearningMedia,” said WSRE General Manager Jill Hubbs.

Learn more at wsre.org/neighbor. For sponsorship opportunities, call 850-484-1054.

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About WSRE: WSRE, a PBS member station licensed to the Pensacola State College District Board of Trustees and supported by the WSRE-TV Foundation, serves as a critical media source for trusted content and a safe media space for children to grow and learn.