FOR IMMEDIATE RELEASE

CONTACT: George Hazimanolis
October 16, 2018
ghaziman@wqed.org
412-622-1366

WQED Launches Smart Schools in Laurel Highlands School District

Chevron funds initiative at local elementary schools

PITTSBURGH - WQED is teaming up with local schools to bring teachers, students, and families Smart Schools. Smart Schools infuses PBS resources into classrooms to create innovative and impactful learning experiences for school-aged learners.

The partnership, made possible with financial support from Chevron, empowers teachers to create innovative, imaginative programming using researched-based, parent-trusted content from PBS.

WQED and Chevron welcome the first four schools in the Smart Schools initiative—Clark Elementary, Hatfield Elementary, Hutchinson Elementary and Marshall Elementary in the Laurel Highlands School District—with a kickoff event in the Laurel Highlands High School. This will be followed one week later by PBS character appearances and other activities at the annual Uniontown Halloween parade on October 24.

On Wednesday, October 17, Laurel Highlands School District will kick off and celebrate Smart Schools with families and students at the Laurel Highlands High School, 300 Bailey Avenue in Uniontown.

Then on Wednesday, October 24th there will be a celebration with the community. Popular PBS characters Super Why! and Wonder Red will be at Story Square starting at 4:00pm and Halloween-themed screenings of Curious George will begin in the State Theater at 4:00pm and 4:45pm. Super Why! and Wonder Red will then join the community parade which begins at 6:00pm.

Education is at the center of WQED’s mission. Parents and educators desire programs and resources that spark curiosity, inspire creativity, and engage learners in innovative experiences that encourage learning within schools, but that also pave the way for impactful out-of-school time as well. Students and teachers are inundated with content from a variety of sources, and often the impact and effectiveness of this content on actual learning is slight.
PBS KIDS is the #1 educational media brand because it produces high-quality educational content, informed by research that inspires, engages, and entertains learners of all ages—wherever learning is happening. From young learners who are just learning to read, use numbers, and gain social and emotional skills, to elementary and middle school students looking to increase their knowledge of math and science, to high school students looking to understand key science and engineering concepts, PBS programs and resources are carefully designed to work FOR children and improve their learning. *Smart Schools* empowers teachers to create innovative, imaginative learning experiences using this research-based, parent-trusted content from PBS.

**Welcome to Smart Schools - Excite. Educate. Explore the impact of WQED.**

**About Chevron**
Chevron Corporation is one of the world’s leading integrated energy companies. Through its subsidiaries that conduct business worldwide, the company is involved in virtually every facet of the energy industry. Chevron’s Appalachia operations are based in Coraopolis, Pa. More information about Chevron is available at [www.chevron.com](http://www.chevron.com).

**About WQED**
WQED creates and shares outstanding public media that educates, entertains, and inspires. It is the parent company of WQED-TV (PBS); WQED World; WQED Create; WQED Showcase; WQED PBS KIDS Channel; Classical WQED-FM 89.3/Pittsburgh; Classical WQEJ-FM 89.7/Johnstown; the Pittsburgh Concert Channel at WQED-HD2 (89.3-2FM) and online at [www.wqed.org/fm](http://www.wqed.org/fm); local and national television and radio productions; WQED Interactive ([www.wqed.org](http://www.wqed.org)) and WQED Education ([www.wqed.org/edu](http://www.wqed.org/edu)).

###