



**March 20, 2017**  
**For Immediate Release**

**KCTS 9 TO LAUNCH 24/7 PBS KIDS CHANNEL, EXPANDING ACCESS TO  
THE #1 CHILDREN'S EDUCATIONAL MEDIA BRAND ON TV AND DIGITAL PLATFORMS**  
*No Fooling! New Service Begins on Saturday, April 1, 2017*

**Seattle, WA**— KCTS 9, a trusted provider of educational media for children in the Pacific Northwest, will launch the KCTS 9 PBS KIDS 24/7 Channel on Saturday, April 1, 2017. The new channel, which is a free service, will be available on TV and via live streaming on the KCTS 9 website. It will feature 24/7 educational programming, ensuring that PBS KIDS' high-quality content is available around the clock.

KCTS 9 has been an integral part of the community for years, delivering content and services that parents trust and that support early learning. "KCTS 9's new PBS KIDS 24/7 channel is part of our commitment to families here in the Northwest," says Rob Dunlop, President and CEO of KCTS 9. "We want to ensure that excellent educational content is free and accessible to all kids—and that families can watch together on their own schedule."

KCTS 9 will provide the PBS KIDS 24/7 programming over the air on Channel 9.2 and on Comcast Channel 337; in Yakima, it will broadcast on Channel 47.2 and on Charter Cable on Channel 185. The primary KCTS 9 channel will continue to feature PBS KIDS programs during the day, along with award-winning dramas, documentaries and investigative journalism. The schedule of children's programming on the two channels will be different, offering families a variety of options.

The channel will also be available as a live stream on [KCTS9.org/kids](http://KCTS9.org/kids) and on the free [PBS KIDS Video App](#) for mobile and tablet devices. Later this year, the live stream will introduce a first-of-its-kind integrated games feature, enabling children to toggle between a PBS KIDS show and an activity that extends learning—all in one seamless digital experience.

**PBS KIDS Ranks #1 in Preparing Kids for Success in School and Life**

For more than a decade, the public has consistently ranked PBS KIDS as the number-one educational media brand for children. In a recent survey, PBS KIDS ranked first in school readiness among children's TV networks. When asked how well networks prepare children for school, 81 percent of parents said PBS KIDS helps a lot or somewhat, topping the next closest network by 11 percent. Parents also credited PBS KIDS for more positive behavior exhibited by children after watching. Decades of research confirms that PBS KIDS media content helps children build critical skills—among them, literacy, math and social-emotional skills—that enable them to find success in school and life, while also helping parents increase their own engagement in their children's learning. PBS commissioned the study with an independent research firm. More findings are available [here](#).

**An All-Star Line-Up of Kids' Favorites**

The KCTS 9 PBS KIDS schedule will include 21 of the network’s most popular series, including *Arthur*, *Bob the Builder*, *The Cat in the Hat Knows a Lot About That!*, *Daniel Tiger’s Neighborhood*, *Nature Cat*, *Odd Squad*, *Sesame Street*, *Thomas & Friends*, *Wild Kratts* and many more. Beginning Friday, April 21, 2017, the new channel will debut “PBS KIDS Family Night,” weekly family viewing events featuring movie specials or themed programming every Friday from 7:00 to 9:00 p.m., and repeating on Saturday and Sunday evenings.

### **About KCTS 9**

KCTS 9 brings quality public media programming to the public when and where they need it—on the air, online, and in our communities—serving more than 2.2 million viewers each week in Western and Central Washington State, British Columbia and across Canada. To learn more about our programs and initiatives, visit [KCTS9.org](http://KCTS9.org).

On Facebook: [facebook.com/KCTS9](https://facebook.com/KCTS9)

On Twitter: [@KCTS9](https://twitter.com/KCTS9)

### **For More Information about KCTS 9:**

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<sup>i</sup> Marketing & Research Resources, Inc. (M&RR), January 2017. Survey of 1,002 adults, 18 years of age and older, who participated via phone January 3-10, 2017. Results were weighted to be statistically representative of the adult U.S. population.

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