



For immediate release: April 7, 2021

## **Annie's Publishing to Sponsor PINKALICIOUS & PETERRIFIC on PBS KIDS**

Annie's Publishing, makers of craft kits designed for every interest and level, is pleased to announce that they are a national corporate sponsor of the hit PBS KIDS series, Pinkalicious & Peterrific. PBS KIDS is the number one educational media brand for kids, helping children learn lessons that last a lifetime.

Annie's Publishing specializes in crafting and is a reputable producer of several subscription craft kits. One of the children's kit memberships, Annie's Creative Girls Club, sends projects that teach different creative techniques. "Our shared values of inspiration and creativity make this sponsorship a perfect fit," says Senior Vice President of Marketing Mark Oedekoven. "Together we will celebrate the arts, self-confidence, and everything pink."

"We are excited to have a new sponsor who supports our goal of inspiring kids to be creative," said Dorothea Gillim, the Executive Producer of the series. "Their support will help us continue to encourage kids as they explore creative self-expression."

This corporate sponsorship of Pinkalicious & Peterrific was secured through the Sponsorship Group for Public Television. "We are thrilled about the alignment between Annie's Publishing and Pinkalicious & Peterrific, and are anticipating a very successful partnership," said Suzanne Zellner, Vice President.

Annie's Publishing's television sponsorship messages began airing on March 29th. In addition to the video messages, Annie's sponsorship messages also appear on the Pinkalicious & Peterrific podcast.

### **About Annie's Publishing**

Annie's products—including magazines, kit and book clubs, online videos, digital content, patterns, supplies and TV programming—serve home and family interests, including quilting, crochet, knitting, sewing, home décor and nostalgia. Annie's is part of a third-generation, family-owned group of businesses based in northeastern Indiana, having roots tracing back to 1925 with the founding of a small printing company.



### **About Pinkalicious & Peterrific**

**PINKALICIOUS & PETERRIFIC** is based on the HarperCollins book *Pinkalicious*, written by Victoria Kann and Elizabeth Kann and illustrated by Victoria Kann, as well as additional books in the series written and illustrated by Victoria Kann. Executive Producers are Dorothea Gillim (GBH) and Victoria Kann. The series is co-produced by GBH and Sixteen South.

### **About SGPTV**

The Sponsorship Group for Public Television represents the best sponsorships on PBS, with national inventory from GBH Boston and other quality public media content across all genres. For more information on this or other PBS sponsorship opportunities, contact the Sponsorship Group for Public Television at 800.886.9364, email [SGPTV@wgbh.org](mailto:SGPTV@wgbh.org) or visit [SGPTV.org](http://SGPTV.org).