



HOMER, The Child-Centered Learning Company, Announces New Sponsorships of PBS KIDS Series: Sponsorships Include DINOSAUR TRAIN and PINKALICIOUS & PETERRIFIC

HOMER, the child-centered learning company behind the award-winning HOMER digital learn-to-read program, today announced the details of new sponsorships of two exciting PBS KIDS series. In February, HOMER kicked off a sponsorship of The Jim Henson Company's DINOSAUR TRAIN and WGBH Boston's newcomer PINKALICIOUS & PETERRIFIC, based on the popular children's book series by Victoria Kann.

([PRWEB](#)) February 23, 2018 -- - HOMER, the child-centered learning company behind the award-winning HOMER digital learn-to-read program, today announced the details of new sponsorships of two exciting PBS KIDS series. In February, HOMER kicked off a sponsorship of The Jim Henson Company's DINOSAUR TRAIN and WGBH Boston's newcomer PINKALICIOUS & PETERRIFIC, based on the popular children's book series by Victoria Kann.

“Like PBS KIDS, HOMER is committed to creating high-quality learning experiences for young children,” said Stephanie Dua, Co-Founder, President and COO of HOMER. “We created HOMER to support children on the profoundly personal journey to learning to read. Our digital learn-to-read app helps kids explore their passions and interests while learning the skills they need to be successful in life. We're thrilled to sponsor these important series on PBS KIDS.”

Suzanne Zellner, Vice President of the Sponsorship Group for Public Television, added, “PBS KIDS sponsors help PBS KIDS empower children for success in school and in life, through support of STEM education and development of a life-long appreciation of the arts and creative self-expression. We are proud to welcome HOMER as a partner. Parents view PBS KIDS as the number one most trusted educational media brand, and HOMER's support communicates to parents our shared values of the importance of nurturing a child's path to learning.”

HOMER has made news since the launch of its learn-to-read app in 2013 as a top-recommended learning tool for parents who want to help their young children learn to read at home. In a recent double-blind research study conducted by Susan B. Neuman, former US Assistant Secretary of Education and Professor at New York University, found that children who used HOMER just 15 minutes a day over a 6-week period increased early reading scores by 74% on the Test of Preschool Early Literacy (TOPEL).

HOMER's year-long sponsorship includes 15-second video messages that will run before and after episodes of DINOSAUR TRAIN and PINKALICIOUS & PETERRIFIC on PBS KIDS television and digital platforms, as well as digital display messages on [pbskidsforparents.org](#). The on-air and digital messages, which celebrate children's unique passions and joy in learning to read, will run through the end of 2018.

For more information on HOMER, visit [homerlearning.com](#) and follow the brand on Instagram, Facebook and YouTube.

About HOMER

HOMER is the child-centered learning company that builds personalized learning experiences for kids that



combine skills and passions to help build confidence, mastery and a love of learning. HOMER is a proud sponsor of PBS KIDS.

About the Sponsorship Group for Public Television

The Sponsorship Group for Public Television represents the best sponsorships on PBS, with national program inventory from WGBH Boston and other producers of quality public television programs, across all genres. For more information on PBS sponsorship opportunities, contact the Sponsorship Group for Public Television at 800.886.9364, email [sgptv\(at\)wgbh.org](mailto:sgptv(at)wgbh.org) or visit sgptv.org.

About The Jim Henson Company

The award-winning Jim Henson Company has remained an established leader in family entertainment for over 60 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world-famous Muppets, Henson's most recent television credits include JULIE'S GREENROOM, DOT, SPLASH AND BUBBLES, WORD PARTY, DOOZERS and the Emmy®-nominated SID THE SCIENCE KID and PAJANIMALS. Television productions include FRAGGLE ROCK THE STORYTELLER and the sci-fi series FARSCAPE.

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About PINKALICIOUS & PETERRIFIC

PINKALICIOUS & PETERRIFIC is based on the Harper Collins book Pinkalicious, written by Victoria Kann and Elizabeth Kann, illustrated by Victoria Kann. Executive producers are Dorothea Gillim (WGBH) and Victoria Kann. The series is co-produced by WGBH and Sixteen South. PINKALICIOUS & PETERRIFIC is developed and produced with funding from Northern Ireland Screen.

About WGBH

WGBH Boston is one of America's preeminent public broadcasters and the largest producer of PBS content for TV and the Web, including FRONTLINE, NOVA, AMERICAN EXPERIENCE, MASTERPIECE, ANTIQUES ROADSHOW and ARTHUR, as well as other children's, primetime, and lifestyle series. WGBH also is a major supplier of programming for public radio, and a leader in educational multimedia for the classroom, supplying content to PBS LearningMedia, a free national broadband service for teachers and students. WGBH is a pioneer in technologies and services that make media accessible to those with hearing or visual impairments. WGBH has been recognized with hundreds of honors: Emmys, Peabodys, duPont-Columbia Awards and Oscars. Find more information at wgbh.org.

About PBS KIDS

PBS KIDS, the number one educational media brand for kids, offers children ages 2-8 the opportunity to explore new ideas and new worlds through television, digital media and community-based programs. PBS KIDS and local stations across the country support the entire ecosystem in which children learn, including their teachers, parents and community. Provided by stations, the free PBS KIDS 24/7 channel and live stream is available to nearly 95% of U.S. TV households. Kidscreen- and Webby Award-winning pbskids.org provides engaging interactive content, including digital games and streaming video. PBS KIDS offers mobile apps to help support young children's learning, including the PBS KIDS Video app, which is available on a variety of mobile devices and on platforms such as Roku, Apple TV, Amazon Fire TV, Android TV and Chromecast. PBS KIDS also offers parent and teacher resources to support children's learning anytime and anywhere. For



more information on PBS KIDS content and initiatives supporting school readiness and more, visit pbs.org/pressroom, or follow PBS KIDS on Twitter, Facebook and Instagram.

PBS Commercial Video: <https://www.youtube.com/watch?v=VEC7sOBqKHM>

Screenshots: https://www.dropbox.com/sh/8ar18o3ctkhn6t/AAAY-k_e5i4hNBpGJkuIwKhxa?dl=0

Download HOMER: learnwithhomer.com

Link to efficacy study: <http://bit.ly/EfficacyStudy>

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You can read the online version of this press release [here](#).