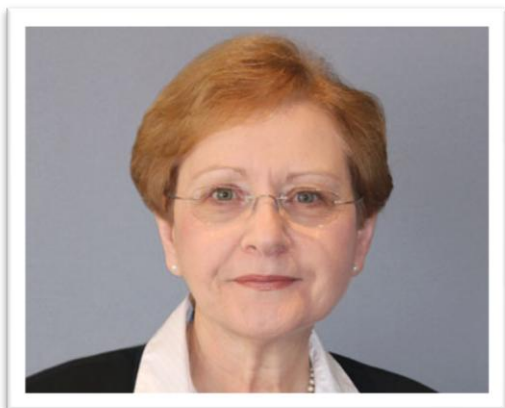
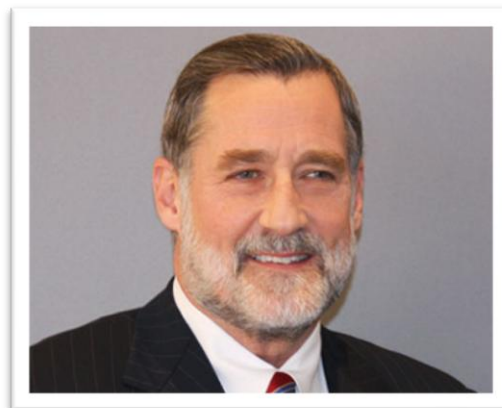


July 6, 2010



Rita Catalano, Executive Director



Maxwell King, Senior Fellow

RITA CATALANO, MAXWELL KING NAMED TO NEW POSTS AT FRED ROGERS CENTER

LATROBE, PA – Rita Catalano has been named Executive Director and Maxwell King has been named Senior Fred Rogers Fellow of the Fred Rogers Center for Early Learning and Children’s Media at Saint Vincent College, according to an announcement by Br. Norman W. Hipps, O.S.B., President.

Ms. Catalano joined the Institutional Advancement staff at Saint Vincent College as grants officer in 1988. Later, as Associate Vice President for Institutional Advancement, she was one of the founding leaders of the Fred Rogers Center, established in 2003. Ms. Catalano served under Saint Vincent College President Jim Will in the early and formative stages of the Center, and subsequently served as associate director under Executive Directors William Isler and Maxwell King. She and Maxwell King have been co-directors of the Fred Rogers Center for the past year. She has shaped the work and the philosophy of the Fred Rogers Center since its inception.

Mr. King will continue as a Senior Fred Rogers Fellow at the Center, focusing on the research and writing of a biography of Fred Rogers. He will also consult with Ms. Catalano on strategy, alliances and fundraising.

Over the past two years, Mr. King and Ms. Catalano have worked with the Center staff and the members of the Center’s national Advisory Council, as well as administration and faculty of the College, to develop and advance programs to benefit young children, their parents, and teachers by bridging the fields of early learning and children’s media. The Center has established a national reputation, principally through the work of the Fred Rogers Archive, a biennial national conference series that began this spring, the Fred Rogers Early Career Fellows Program, the Fred Rogers Center Early Learning Network and other programs. At this time, the Center boasts a half dozen new programs and 11 Fred Rogers Fellows (focused on initiatives ranging from early-career projects to groundbreaking academic research), and it is attracting support from a large number of Pennsylvania and national foundations, as well as countless committed individuals.

In the Fred Rogers Center's next phase of development under Ms. Catalano, it will broaden and deepen its national influence in its fields, develop stronger ties with Saint Vincent College that capitalize on the strength of the faculty, and launch a major campaign for endowment.

The appointments were effective July 1.

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