

September 3, 2010

**FRED ROGERS CENTER AT SAINT VINCENT COLLEGE AWARDED \$15,000
BY HIGHMARK BLUE CROSS BLUE SHIELD FOR BENEFIT EVENT**

LATROBE, PA – The Fred Rogers Center for Early Learning and Children’s Media at Saint Vincent College has been awarded a grant of \$15,000 by Highmark Blue Cross Blue Shield for co-sponsorship of an event to benefit the Center.

The grant will help create the appropriately-named *Ewe Are Special* dinner at the Jamison Farm in Latrobe on September 17. All proceeds from the evening will support the work of the Fred Rogers Center.

“John and Sukey Jamison approached us with the idea of having a unique dinner on their farm as a fundraiser for our Center, and we thought it was a great idea,” said Rita Catalano, Executive Director of the Fred Rogers Center. “We are honored that Highmark is supporting our mission and our initiatives on behalf of young children and their families.”

Since 1976, the Jamison Farm has been supplying the finest restaurants and chefs in the nation with free-range lamb raised on a 100% natural diet.

“The Fred Rogers Center provides young children with the opportunity to learn and develop cognitive skills through positive interaction with media,” said Mary Anne Papale, Highmark’s director of community affairs. “We believe that the *Ewe Are Special* event will serve as a means for the Center to gain greater access to resources that will enable further educational growth of the children in our communities.”

This "Ewe Are Special" event is open to the public. Tickets are \$250 per person and reservations may be made by contacting Cindy Scarpo at the Fred Rogers Center, 724 805-2750, cynthia.scarpo@email.stvincent.edu.

Established in 2003, the mission of the Fred Rogers Center (www.fredrogerscenter.org) is to advance the fields of early learning and children’s media by acting as a catalyst for communication, collaboration, and creative change. As a national and international resource for addressing emerging issues affecting children from birth to age 5, the Center’s work resonates with Fred’s own beliefs in the positive potential of technology and media to support the healthy social, emotional, intellectual, and physical development of young children.

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