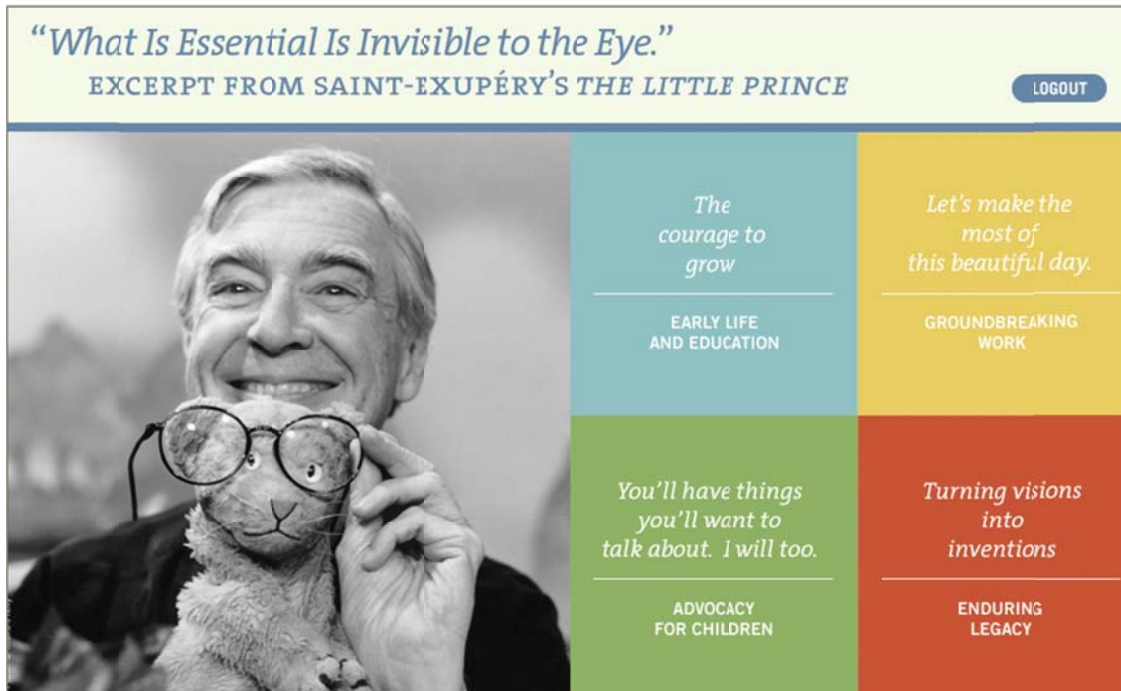


June 2, 2011



FRED ROGERS VIRTUAL EXHIBIT LAUNCHED

New Site Traces the Life, Work, and Influence of Fred Rogers

LATROBE, PA – Fred Rogers was known for his creativity, kindness, spirituality, and commitment to caring for children. Because of his groundbreaking children’s television program, Fred Rogers was lovingly called “America’s favorite neighbor” and he used his many diverse talents to inspire, nurture, and educate. Now, visitors from around the world can experience the legacy of Fred Rogers through an innovative virtual exhibit, accessible at www.fredrogerscenter.org.

This Fred Rogers virtual exhibit explores four major themes: Fred Rogers’ early life and education, his groundbreaking work on *Mister Rogers’ Neighborhood*, his advocacy for children and families “beyond the *Neighborhood*,” and the mission and vision for building on his enduring legacy through the Fred Rogers Center for Early Learning and Children’s Media at Saint Vincent College.

This exhibit combines detailed narratives of Fred Rogers’ story, photographs of his family life and career, and more than 60 video excerpts from *Mister Rogers’ Neighborhood*, other programs featuring him and his work, and selected interviews from the unique collection of oral history interviews with his colleagues conducted by the Fred Rogers Center for the Fred Rogers Archive. An interactive display highlights many of the special guests on *Mister Rogers’ Neighborhood* including Yo-Yo Ma, Julia Child, Captain Kangaroo, and *Sesame Street*’s Big Bird.

“We are so pleased to share what originally was designed as the wonderful physical exhibit that greets visitors to our building on the Saint Vincent College campus. In addition to the beautiful visuals and narratives by emphasis design inc. of New York, the virtual exhibit includes an opportunity for visitors to share memories, and we very much look forward to these reflections on Fred Rogers and his impact on the lives of children, families, media professionals, educators, and so many others. And, we hope of course that the virtual exhibit will result in greater interest and support for our Center’s work to demonstrate and build upon Fred Rogers’ enduring legacy of caring for young children,” explained Fred Rogers Center executive director, Rita Catalano.

The Fred Rogers Center for Early Learning and Children’s Media at Saint Vincent College was established in 2003. The Center houses the official archive of Fred Rogers’ work including scripts, videos, and artifacts from *Mister Rogers’ Neighborhood*. The Center’s national programs include the Early Career Fellows; the Fred Rogers Center Early Learning Environment™ under development as a web-based resource for teachers, home-based caregivers, and families; and the Fred Forward Conference Series and issues roundtables.

For Information:

Don Orlando, *Director, Public Relations*

Saint Vincent College, 300 Fraser Purchase Road, Latrobe, PA 15650-2690

Phone 724 805-2010, FAX 724 805-2019, pr@stvincent.edu, www.stvincent.edu

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