

SAINT VINCENT COLLEGE
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**MAXWELL KING, FORMER PRESIDENT OF HEINZ ENDOWMENTS,
NAMED EXECUTIVE DIRECTOR OF FRED ROGERS CENTER
AT SAINT VINCENT COLLEGE**

LATROBE, PA -- Maxwell King has been appointed executive director of the Fred Rogers Center for Early Learning and Children's Media at Saint Vincent College, effective Sept. 1, according to an announcement by Jim Towey, President of Saint Vincent College.

After a distinguished career in journalism, Mr. King served until earlier this year as president of The Heinz Endowments. He was in that role for nearly a decade and presided over the awarding of more than \$500 million in grants during that time. His strong leadership on environmental and education issues and in advocating for more economic opportunities for the disadvantaged, especially for women and minorities, were hallmarks of his tenure. Other areas in which he made significant contributions were in the promotion of literacy, civic design, and early-childhood learning.

"We are delighted that Max King has accepted our invitation to serve as executive director of the Fred Rogers Center," Archabbot Douglas R. Nowicki, O.S.B., Chancellor, commented. "As the Center moves into its new \$14 million quarters, it will be poised to assume a national leadership role in issues affecting early learning and children's media. Mr. King's knowledge of education and his connections to resources in the region and in the world will enable the Rogers Center to soar in its commitment to continuing the work of Fred Rogers."

President Towey expressed his excitement regarding the appointment of Mr. King. "We are very fortunate to have a man of his character, ability and reputation at the College and the Center," he said. "He will continue the good work that Bill Isler, founding executive director of the Center, and his team have done."

Mr. King described himself as "thrilled" to have the opportunity to work to advance the legacy of Fred Rogers. "Fred was a great champion of children," said Mr. King, "and he was the strong conscience of television, and he was a brilliant innovator and creator. No one, anywhere, had a more positive impact on children's media, and on television in general, than Fred."

"As someone who has retired from two previous careers – journalism in 1999 and philanthropy this year – it is a wonderful opportunity for me to be able to throw myself into a cause to which I can be passionately committed," said Mr. King.

"I learned a lot about the great importance of early childhood education from two people I worked with at Heinz: Teresa Heinz, the chairman, and Marge Petruska, the senior program director," he added. "Teresa, who is herself one of the world's great champions of children and early childhood

education, also often spoke with great passion about the importance of Fred's work. Taking what I've learned from Teresa and Marge, and applying it to advancing the Rogers Center and Fred's work, is such a worthy challenge and a great honor, I believe."

Through his leadership on the boards of the Allegheny Conference for Community Development and the Pittsburgh Cultural Trust, Mr. King put the Endowments' convening power and its grant making to work on dozens of civic projects with the goal of preserving downtown Pittsburgh as a center of commerce and culture. In encouraging residential development with provisions for housing options that cut across all income lines, the Endowments also has enhanced downtown Pittsburgh as a vibrant neighborhood.

Mr. King was actively involved in the Pittsburgh community, serving on the boards of The Allegheny Conference on Community Development, the Riverlife Task Force, the Mayor's Commission on Public Education, the Pittsburgh Public Service Fund, the University of Pittsburgh Institute of Politics Board of Fellows, and the board of the Senator John Heinz Pittsburgh Regional History Center. As chairman of the board of the national Council on Foundations, based in Washington, D.C., Mr. King focused on ethics, accountability and good governance in the philanthropy and non-profit sectors.

Mr. King spent most of his career in journalism, and from 1990 to 1998 he served as editor of the *Philadelphia Inquirer*. Mr. King also served as chair of the Values and Ethics Committee of the American Society of Newspaper Editors and is a founding member of the Committee of Concerned Journalists.

Mr. King received his Bachelor of Arts Degree *cum laude* from Harvard University in 1967, and attended the Stanford Executive Program at Stanford University's Graduate School of Business. He has received honorary doctorate degrees from the University of Pittsburgh and Point Park University.

His colleagues in the foundation community have described Mr. King as a person of high energy and high integrity who wanted to get things done and wasn't satisfied with the status quo.

The Fred Rogers Center was established at Saint Vincent College in September 2003 to serve as a national and international resource for addressing emerging issues affecting children and families. The Center continues Fred Rogers' commitment to building bridges between early learning and children's media. Staying true to the vision of Fred Rogers, and emulating the guiding principles of his life's work, the mission of the Fred Rogers Center is to advance the fields of early learning and children's media by acting as a catalyst for communication, collaboration, and creative change. The Center expects to move into the new Fred M. Rogers Center building soon.

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