

NEWS RELEASE

Feb. 18, 2015

## **SVC ROGERS SCHOLARS PLAN SWEATER DRIVE**

LATROBE, PA – The Fred Rogers Scholars at Saint Vincent College are hosting a sweater drive now through March 20 in honor of Fred Rogers' birthday.

Gently-used sweaters are being accepted at the Fred M. Rogers Center on the campus of Saint Vincent. This year's sweater drive is part of the Scholars' community service initiatives.

Members of the Fred Rogers Scholars Program are also participating in Alpha Lambda Delta's Fred Rogers Celebration on March 18 from 6:30 to 8:30 p.m. at the Rogers Center. The event is free and open to the public. The evening will feature the Fred Rogers Exhibit, a display from the Fred Rogers Archive and a presentation by Fred Rogers Center executive director Rick Fernandes on Fred's lasting influence on modern children's media. This event is part of a week-long celebration of Fred Rogers' birthday, which will include other student activities and events on campus.

Event coordinator and Fred Rogers Scholar Maura Snyder said, "Each year we strive to celebrate Fred Rogers' birthday in a manner that carries his legacy forward. This year's presentation will focus on his impact on modern television programming. Everyone is welcome to attend and experience the Rogers Center located in Fred's very first neighborhood."

Fernandes commented, "It's a joy to talk about the influence Fred Rogers had on children's television programming. He created the first educational programming in this country, and was a powerful advocate for its potential to help young children learn and grow. To share the lessons learned from Fred Rogers' work with students and the greater community is another way to demonstrate his continuing relevance."

Students in the Scholars Program study early learning and children's media, engage in community service and work to make the world a better place for children by leveraging the resources at the Fred Rogers Center and the academic programs at Saint Vincent College. Throughout the four-year merit-based scholarship program, students become scholars in a topic relevant to Fred Rogers' life and work, which will assist them in their future career aspirations.

Established at Saint Vincent College in 2003, the Fred Rogers Center enriches the development of current and emerging leaders in the fields of early learning and children's media by supporting the professional advancement and mentoring of the next generations of Fred Rogers through the Early Career Fellows program; educational opportunities for undergraduate Fred Rogers Scholars; research and special collaborations by Rogers Center Senior Fellows; and resources and information on the developmentally appropriate use of media. The Center is the official home of the Fred Rogers Archive as well as a straightforward, understanding and compassionate voice for the healthy social and emotional development of children birth to age 8.

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