
News Release

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MPB Brings the Cat in the Hat to Jackson Schools

MPB Celebrates Dr. Seuss's Birthday and Read Across America Day

JACKSON, Miss. – Mississippi Public Broadcasting (MPB) celebrated Dr. Seuss's birthday with Read Across America by bringing the famous rhymes to Davis Magnet, North Jackson Elementary, and Sykes Elementary in Jackson.

The National Education Association (NEA) celebrated this year's Read Across America Day on March 2, 2011, by honoring Dr. Seuss's birthday. Across America, thousands of children, libraries, and schools came together to encourage children to read more books.

What better way for MPB to celebrate Dr. Seuss's birthday than by bringing the Cat in the Hat himself into schools to read to our children in Central Mississippi! Throughout the month of March, MPB is bringing its Cat in the Hat character to read the famous Dr. Seuss books to students in the Jackson metro area.

"MPB had a great time celebrating NEA's Read Across America and Dr. Seuss's birthday with students across the state," says Nikki McCelleis, MPB's Deputy Executive Director for Education.

The Cat in the Hat appeared in Jackson schools on these dates:

March 2 – Ms. Baynes's class at Davis Magnet School

March 3 – Mrs. Jefferson's class at North Jackson Elementary School

March 4 – Kindergarten – 2nd Grade at Sykes Elementary School

Dr. Seuss's books are a valuable learning tool for children. Dr. Seuss encourages children to read and to share stories with others. With rhymes and stories, Dr. Seuss reaches a wide audience and never seems to disappoint.

"You're never too old, too wacky, too wild, to pick up a book and read to a child," Dr. Seuss once said.

C-U-T-L-I-N-E

Photos One and Two - Mississippi Public Broadcasting celebrates Dr. Seuss's birthday with Read Across America Day. MPB's Director of Early Childhood Literacy, Maggie Stevenson, reads *The Cat in the Hat* to kindergarten through second grade students at Sykes Elementary School on March 4.

Photo Three - Mississippi Public Broadcasting celebrates Dr. Seuss's birthday with Read Across America Day. MPB's Professional Development Mentor Shelia Brown-Robinson reads *The Best Nest* by P.D. Eastman to kindergarten through second grade students at Sykes Elementary School on March 4.

NEA's Read Across America is an annual reading motivation and awareness program that calls for every child in every community to celebrate reading on March 2, the birthday of beloved children's author Dr. Seuss. NEA's Read Across America also provides NEA members, parents, caregivers, and children the resources and activities they need to keep reading on the calendar 365 days a year. In May 1997, a small reading task force at NEA came up with a big idea. "Let's create a day to celebrate reading," the group decided. "We hold pep rallies to get kids excited about football. We assemble to remember that Character Counts. Why don't we do something to get kids excited about reading? We'll call it 'NEA's Read Across America' and we'll celebrate it on Dr. Seuss's birthday." And so was born on March 2, 1998, the largest celebration of reading this country has ever seen.

Mississippi Public Broadcasting (MPB) provides relevant instructional and public affairs programming to Mississippians through its statewide television and radio network. MPB enhances the work of educators, students, parents and learners of all ages by providing informative programming and educational resources. MPB's locally-produced programming focuses on the people, resources and attractions that reflect Mississippi's unique culture and diverse heritage. Children's television programs constitute a major portion of the daytime and weekend morning schedules. MPB provides a valuable resource to Mississippians in disseminating information as part of the state's emergency preparedness and response system. Since 1970, MPB has won over 400 national, regional and statewide awards, including Emmy®, Edward R. Murrow and Parents' Choice® Awards.

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