

DONNA'S DAY STARRING DONNA ERICKSON*A Real-World Guide for Building Strong Families*FOR IMMEDIATE RELEASE:

February, 2007 – What is the most precious childhood memory you had with your family? It was probably something very simple – something that cost either very little or nothing at all.

Helping parents create those memories is what *Donna's Day Starring Donna Erickson* is all about.

Premiering on public television stations nationwide this Spring, *Donna's Day Starring Donna Erickson* is fun, imaginative and one of a kind – a show exclusively designed for today's busy families that will help kids and parents re-discover the simple joys of spending time together.

Donna's Day showcases Donna as an engaging teacher, a family lifestyle expert and real world mom. She is dedicated to building strong family relationships through her fun, inexpensive creative activities and recipes designed to develop lasting memories and make the time spent with kids count.

Each *Donna's Day* episode offers a theme designed to help adults feel more caring, confident and creative when connecting with children. Whether cooking an ethnic dish like Caribbean-spiced chicken or Chinese potstickers, recycling water bottles into toys, creating whimsical puppets to teach the ABCs, planting a pizza garden or writing a bedtime story, it's all about making time spent together more meaningful.

Says Ms. Erickson: "Parents, grandparents, teachers and caregivers are constantly competing with the Internet, video games, portable DVD players and MP3 devices in order to find quality time with kids. *Donna's Day* meets the challenge with a wide array of innovative and inspiring ideas for adults and kids alike."

Donna Erickson is a very unusual television personality. She is first and foremost an educator who earned a Master's degree in second languages and cultures education from the University of Minnesota. She speaks several languages and has lived and traveled in more than 40 countries. She has taught at the elementary, secondary and college levels in the United States, Sweden, Congo and Zambia. She is a weekly syndicated columnist for King Features Syndicate and a contributing editor for *Parents* magazine. She is also an acclaimed award-winning author of numerous bestselling books, including *Prime Time Together ... with Kids* and *Fabulous Funstuff for Families*. She appears on such major national television vehicles as *Today*, *CNN*, and *Oprah*.

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In the late 1990's, Donna took her combined experience and launched her first television show, which went on to earn a Gold Parents' Choice Award and a designation by the Associated Press as one of the "Top Ten Television Shows" in the United States.

Now, she is back with *Donna's Day Starring Donna Erickson*. It's TV for today's family.

Compelling and interactive, *Donna's Day* Donna showcases the arts, literacy, education and the value of play, while promoting cross-cultural understanding through the show's insightful cooking and travel segments. Kids and adults will never look at rainy days, sick days or travel days the same way again! *Donna's Day* makes every day a fun-filled adventure as Donna shares her endless stream of creative ideas.

In addition, four seasonal specials highlight practical suggestions for celebrating holidays together, like Halloween ("The Ultimate Halloween Show"); Christmas, Chanukah and Kwanzaa ("Winter Lights"), Valentine's Day ("Winter Fun") and Easter ("Zing Into Spring").

With the debut of *Donna's Day*, precious family memories are about to be made each and every day.

Donna's Day Starring Donna Erickson is a co-production of The Jim Henson Company and StarChair Entertainment, Inc. Executive Producers: Donna Erickson and Hugh Martin. Executive Producers: Brian Henson and Rod Perth. Producer: Laurence A. Caso. Co-producer: Halle Stanford. Director: Hugh Martin. Produced in 2007, *Donna's Day Starring Donna Erickson* is supplied by StarChair Entertainment, Inc. and presented by American Public Television through the Exchange service at no cost to public television stations nationwide.

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