

# MISTER ROGERS' NEIGHBORHOOD®

## ***Mister Rogers' Neighborhood Turns 50!***

### **Groundbreaking Children's Television Series Celebrates 50<sup>th</sup> Anniversary in 2018 with Star-Studded PBS Special and PBS KIDS Programming Event**

### **Focus Features Documentary, Events at The Paley Center for Media, Commemorative USPS Stamp, Funko POP! Collectibles, Jeopardy! Category, and More to Honor the Beloved Series and Enduring Children's Entertainment Icon**

January 29, 2018, Pittsburgh, PA – *All aboard Trolley!* The landmark children's television series ***Mister Rogers' Neighborhood*** from **The Fred Rogers Company** turns 50 this year – and “neighbors” from coast-to-coast can join in the celebration. To recognize the pioneering show's 50<sup>th</sup> anniversary milestone and its iconic creator Fred Rogers' lasting impact on kids and families everywhere, a host of activities and events will take place throughout 2018. With a celeb-filled tribute special premiering on PBS, a new documentary which recently debuted at Sundance, events at the prestigious Paley Center for Media, a commemorative USPS postage stamp, and more, the Neighborhood of Make-Believe is on its way to neighborhoods nationwide!

“Fifty years ago, Fred Rogers began leaving his indelible mark on young audiences through his pioneering show, and today, we're honored to celebrate his legacy with a year full of special activities for fans of all ages,” said Paul Siefken, President & CEO, The Fred Rogers Company. “The enduring affection that so many of us have for ***Mister Rogers' Neighborhood*** underscores Fred's truly timeless wisdom, which is just as important and relevant today as it was half a century ago.”

Activities and events set to take place around the 50<sup>th</sup> anniversary of ***Mister Rogers' Neighborhood*** include:

- **Hour-long primetime PBS retrospective special, MISTER ROGERS: IT'S YOU I LIKE**, hosted by **Michael Keaton** and featuring **Judd Apatow, Whoopi Goldberg, John Lithgow, Yo-Yo Ma and son Nicholas, Sarah Silverman**, and more, premieres nationwide on March 6 (check local listings)
- **Week-long programming event on PBS KIDS** featuring back-to-back episodes of ***Mister Rogers' Neighborhood*** and award-winning animated spin-off ***Daniel Tiger's Neighborhood***, takes place throughout the week of February 26 and includes a new

episode of *Daniel Tiger's Neighborhood* as well as a special PBS KIDS Family Night on the 24/7 channel and live stream March 2-4. Each day, PBS KIDS will pair *Daniel Tiger's Neighborhood* episodes with the *Mister Rogers' Neighborhood* episodes that inspired them, highlighting complementary themes such as dealing with loss and coping with angry feelings

- **New documentary, “Won’t You Be My Neighbor,” directed by Morgan Neville** (“20 Feet From Stardom”), which looks at Fred Rogers’ life and legacy, will be released by Focus Features on June 8. The documentary had its world premiere at 2018 Sundance Film Festival on January 19
- **Commemorative Mister Rogers Forever USPS stamp to be available this spring**
- **Debut *Mister Rogers' Neighborhood* POP! vinyl figure collection from Funko** to launch at retail nationwide this summer
- ***Jeopardy!* episode featuring a category devoted to *Mister Rogers' Neighborhood* and Fred Rogers** premieres February 6
- **Month-long celebration at The Paley Center for Media in NY and LA** to include special family screenings and activities in March

***Mister Rogers' Neighborhood*** premiered on PBS on February 19, 1968 and continues to air on many PBS stations throughout the country. The series is also available for streaming on Amazon. In each of the show’s nearly 900 episodes, Mister Rogers creates a safe place for children to learn about themselves and the world around them, speaking directly to the series’ young audience with his unique one-to-one affirmation of their self-worth. Celebrity guest stars have included: Tony Bennett, Julia Child, Margaret Hamilton, Michael Keaton, Yo-Yo Ma, Wynton Marsalis, Rita Moreno, and Bill Nye.

### **About The Fred Rogers Company**

The Company was founded by Fred Rogers in 1971 as the non-profit producer of *Mister Rogers' Neighborhood* for PBS. In the years that followed, it not only created hundreds of episodes of this much-loved program, but also extended Fred's values and approach to other efforts in promoting children’s social, emotional, and behavioral health and supporting parents, caregivers, teachers, and other professionals in their work with children. The Fred Rogers Company continues to build on Fred’s legacy in innovative ways through a wide variety of media, and engaging new generations of children and families with his timeless wisdom. The company’s highly-rated, award-winning children’s series include *Daniel Tiger's Neighborhood*, *Peg + Cat* and *Odd Squad*. For more information, visit [www.fredrogers.org](http://www.fredrogers.org) or follow us on [Facebook](#) and [Twitter](#).

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