



[kidvisionvpk.org](http://kidvisionvpk.org)

**PRESS CONTACTS:**

For KidVision VPK  
**Lucy Caso**  
305-424-4081  
[casolucy@wpbt.org](mailto:casolucy@wpbt.org)

## Children's Services Council of Broward County and KidVision VPK Bring Innovation to the Classroom!

**Fort Lauderdale, April 14<sup>th</sup>, 2009** – [WPBT2](http://WPBT2), South Florida's premier PBS broadcast channel, can always be counted on to provide excitement and innovation through its initiatives. With [KidVision VPK](http://KidVision VPK), WPBT2 and the Children's Services Council of Broward use the power of the internet to foster innovation in the classroom. This initiative was created to support the professional development of Voluntary Prekindergarten (VPK) teachers and the partnership is already producing substantial results in Broward County.

*"We are excited that we have more than 1,000 registered users taking advantage of our free online professional development program,"* said **Penny Bernath**, KidVision VPK Education Producer. *"We are taking an active role in promoting the value of VPK Standards education as the foundation for our children's success, first in kindergarten and then in formal school."*

*"The project began with a desire to support the VPK community,"* said **Jack Kelly**, Vice President of Production for [WPBT2](http://WPBT2). *"That desire became a reality with the help of the Children's Services Council of Broward, who was one of our first partners. The Council recognized the benefits that [KidVision VPK](http://KidVision VPK) could play in providing appropriate training to VPK teachers."*

*"We are really happy to partner with WPBT2 on this project. The CSC is always looking for effective new ways to make a positive difference in the lives of children,"* said **Cindy Arenberg Seltzer**, President/CEO of the CSC. *"Over the years, our partnership with WPBT2 through KidVision has been an enormous success, reaching millions of Broward County families,"* she added.

With KidVision VPK [www.kidvisionvpk.org](http://www.kidvisionvpk.org) teachers watch, learn, play and integrate the Florida Voluntary Prekindergarten (VPK) Education Standards. This is done through entertaining and educational virtual field trips that appeal to both adults and children. Teachers learn the standards and then use the Internet generated field trips to add another dimension to their classroom curriculum. Also provided are lesson plans and students assessments forms. The program is divided in different learning modules that focus on specific standards. Once the teachers complete one of these modules they earn one in-service training hour and/or .1 CEU for each unit completed, free of charge. The program's goal is that adults will be knowledgeable about what children need to be learning to prepare them for kindergarten and life. [KidVision VPK](http://KidVision VPK) is a unifying and community wide support system for student achievement of the VPK Education Standards. It's fun, it's free and it provides a reason to celebrate: learning and growing together!

Funding for [KidVision VPK](http://KidVision VPK) is made possible by the **Children's Services Council of Broward County, the Community Foundation of Broward, A.D. Henderson Foundation, Carl and Lily Pforzheimer Foundation, Bank Atlantic Foundation, Lady Suzanna P. Tweed and Carleton Tweed Charitable Foundation, Jason Taylor Foundation, The Children's' Trust and Marlins Community Foundation**, and the **Early Learning Coalition of Miami-Dade/Monroe**.

### About WPBT2

South Florida's premier public media outlet, WPBT2 is much more than television. 2HD, is WPBT2's community-licensed, not-for-profit broadcast channel, serving communities from the Treasure Coast to the Florida Keys. 2HD provides high quality original productions, which include *Check Please! South Florida* and *Changing Seas* along with programming from PBS and independent acquisitions, all offered in High Definition. WPBT2 also provides two 24-hour standard definition channels; 2.2, CREATE, a mix of Lifestyle, Science & Nature programming and the Florida Knowledge Network/Florida Channel; 2.3, V-me, is a 24-hour service providing high quality programming in Spanish; and [channel2.org](http://channel2.org), the WPBT website including, uVu, WPBT2's video sharing website and Impromp2 the WPBT2 community blog. Based in Miami, WPBT2 is also home of the Emmy award-winning national PBS series, *Nightly Business Report* ([pbs.org/nbr](http://pbs.org/nbr)). For more info, visit [www.wpbt2.org](http://www.wpbt2.org).

### About Children's Services Council of Broward County.

The Children's Services Council of Broward County is an independent taxing authority which was established by a public referendum that passed on September 5, 2000, and which through Public Act, Chapter 2000-461 of the laws of Florida, authorized the Council to levy up to 0.5 mills of property taxes. The role of the Council is to provide the leadership, advocacy and resources necessary to enhance children's lives and empower them to become responsible, productive adults through collaborative planning and funding of a continuum of quality care.

For more information on the Children's Services Council of Broward and its funded programs, visit [www.cscbroward.org](http://www.cscbroward.org) or call 954-377-1000.

