



FOR IMMEDIATE RELEASE: August 26, 2019

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Daniel Tiger Visits Idaho to Encourage Kids to Pursue Higher Education

Idahoans have multiple opportunities to meet Daniel Tiger

(IDAHO)—In September, Idaho families will have a rare opportunity to meet Daniel Tiger, the star of the wildly popular, award-winning PBS KIDS series, *Daniel Tiger's Neighborhood*. The show is the first TV series inspired by the iconic, award-winning *Mister Rogers' Neighborhood* and airs on Idaho Public Television.

Daniel is visiting Idaho to appear at a series of public events slated for September.

Daniel's visit is intended to help inspire young children to start dreaming big about their futures, and to encourage families to start talking about and planning for higher education early on. His visit to Idaho is being sponsored by Idaho Public Television, IDeal—Idaho 529 College Savings Program, and Albertsons.

"Idaho Public Television is proud to partner with IDeal, one of the founding funders of our Idaho PBS KIDS Channel, to welcome everyone's favorite four-year-old tiger to Idaho," said Ron Pisaneschi, General Manager of Idaho Public Television. "Following in the pioneering footsteps of Fred Rogers, *Daniel Tiger's* focus is cultivating social and emotional skills in children—skills that are just as important as letters and numbers for children to learn."

"Every child deserves to dream big—and every big dream needs a plan," said Christine Stoll, Executive Director of IDeal, the State of Idaho's 529 College Savings Program. "We hope that Daniel's visit inspires families to start talking with their kids from an early age about what their big dreams are and how higher education can help them bring those dreams to life."

Joe Albertsons had several simple philosophies that our company continues to live by today," said John Colgrove, Albertsons Companies Intermountain Division President. "One is to ensure our customers have access to the resources they need to support their families. We know that PBS Kids ensures young children, in all areas of the state, have access to educational programs, such as Daniel Tiger, to better prepare them for school."

Families can register to meet and take a photo with Daniel Tiger at several events. Events are free and open to the public, but space is limited. **Families must register to meet Daniel Tiger at idahoptv.org/support_new/membership/danielTigerEvent.cfm.**

Further details for media interested in covering these events will be sent out in early September.

Daniel's public appearance schedule is as follows:

- Thursday, September 12, 10:00-12:00

Idaho Statehouse, Lincoln Auditorium, 700 W. Jefferson Street, Boise

Daniel Tiger will meet and take photos with children following Governor Brad Little's proclamation of September as College Savings Month. The event will include family-friendly activities including a giant coloring mural, plinko, and tours of Idaho's historic vault in the Treasurer's office.

- Saturday, September 14, 11:00 am-3:00 pm
Boise Main Library, 715 S. Capitol Blvd, Boise

Daniel Tiger will be available for a meet & greet and photo opportunity at the Boise Public Library. The event will also include other activities for children, like face painting, coloring, plinko and story time with CapEd's Ed Word The Book Worm.

- Monday, September 16, 9:00 a.m.-12:00 p.m.

Albertsons Market Street, 3499 E. Fairview in Meridian

Daniel Tiger will be available to meet children and take photos. The event will also include other activities for children, like coloring, story-time with CapEd's Ed Word the Bookworm, Plinko, and more.

IDeal is administered by the Idaho College Savings Program Board ("Board"). Ascensus Broker Dealer Services, LLC, the program manager, and its affiliates, have overall responsibility for the day-to-day operations, including investment advisory, recordkeeping and administrative services, and marketing. The Vanguard Group, Inc. ("Vanguard") serves as Investment Manager for IDeal. Sallie Mae Bank serves as the Savings Portfolio Manager for IDeal.