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## news release

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FOR IMMEDIATE RELEASE

# PBS Western Reserve Launches New Adventure Club Family Membership

Kent, OH — Feb. 15, 2024 — From airing educational children’s programs to offering entertaining community events, PBS Western Reserve has always been a trusted resource for families. Now the station is introducing a membership option called Adventure Club, which offers opportunities for families to engage in fun activities together. Annual membership in Adventure Club starts at \$60 per year for one child, with an extra \$5 for each additional child.

The program, best suited for families with children ages 2-8, features exclusive offers from local museums and exciting perks including an on-air birthday greeting, access to the station’s vast streaming library on PBS Western Reserve Passport and more.

Developed from partnerships with area organizations, Adventure Club member benefits include the following:

- **Welcome packet:** Engaging activities such as stickers, coloring materials, books and more.
- **Birthday greeting:** In the month of each child’s birthday, an on-air birthday greeting during PBS KIDS programming on PBS Western Reserve (WNEO/WEAO).
- **Adventure Club card:** Free entry or a special gift or offer for each child (up to four per family), alongside a paid adult entry, when visiting partner locations including the Canton Museum of Art, OH WOW!, Massillon Museum and the McKinley Presidential Library & Museum.
- **Adventure Club e-newsletter:** This online publication contains updates on upcoming family events, activities and educational content to keep the learning spirit alive.
- **Access to PBS Western Reserve Passport:** This valuable streaming service offers thousands of hours of quality on-demand programming.

- **Monthly member magazine:** The Alternative Program Guide offers program schedules, exclusive content highlights and behind-the-scenes insights about PBS Western Reserve programs and events.

Adventure Club membership also helps to support children's programming on PBS Western Reserve. To learn more or to enroll, visit [PBSWesternReserve.org/adventure-club](https://www.pbswesternreserve.org/adventure-club) or call 1-800-554-4549.

## **About PBS Western Reserve**

PBS Western Reserve is the brand name of Northeastern Educational Television of Ohio, Inc., a 501(c)(3) nonprofit corporation. A trusted community resource, PBS Western Reserve uses the power of commercial-free television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire. It serves the largest population of Ohio's eight PBS member stations.

PBS Western Reserve (WNEO 45.1 / WEAO 49.1), a service of the organization, is the only broadcast television service that reaches all of Northeast Ohio. It is available to 4.9 million people in the Cleveland and Youngstown designated market areas. In an average month, more than 1 million people tune in. The organization also operates two standard definition channels: Fusion (WNEO 45.2 / WEAO 49.2) and FNX (WNEO 45.3 / WEAO 49.3).

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