

Buffalo•Toronto Public Media



MEDIA NEWS

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“Reading Rainbow” Turns 40 *BTPM Pays Tribute to the Special Series*

It's a memorable milestone for fans of the iconic "Reading Rainbow" series, as it turns 40 this year. To commemorate this momentous occasion, Buffalo Toronto Public Media has prepared a spectacular gift. For a limited time only, audiences can travel back in time to experience the magic of "Reading Rainbow" with full episodes of the original series available on our YouTube channel, as well as the opportunity to show off their love of the series with officially licensed Reading Rainbow 40th anniversary apparel including a tote bag that fits a sizable book haul, of course!

Episodes have been published, one by one, every Tuesday and Thursday since October and will continue through February 2024. In addition to these vintage episodes, ReadingRainbow.org is offering a world of family fun and learning activities inspired by the show designed to captivate learners of any age.

“Buffalo Toronto Public Media is proud to pay homage to this cultural icon,” said Beth Fronckowiak, Director of Learning & Engagement at Buffalo Toronto Public Media. “We are thrilled to commemorate this milestone with the magic of 40 of its original episodes.”

The officially licensed Reading Rainbow anniversary gear, which includes t-shirts, sweatshirts, hoodies, and a tote bag, is available to preorder Jan. 8 to Jan. 31. Items will be shipped the week of February 18. Proceeds benefit Reading Rainbow and WNED PBS.

Don't miss your chance to celebrate 40 years of Reading Rainbow! Head to the [Reading](#)

[Rainbow website](#) to order all anniversary attire and subscribe to the [YouTube channel](#) to reignite your passion for the “Reading Rainbow” legacy.

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About Buffalo Toronto Public Media

Buffalo Toronto Public Media engages with our communities through exploration and entertainment –everywhere. Our member-supported services include WNED PBS, WBFO (NPR) (88.7 in Buffalo, 91.3 in Olean, 88.1 in Jamestown), WNED Classical (94.5 in Buffalo, 89.7 WNJA in Jamestown), WBFO The Bridge (88.7 HD2 and 94.5 HD2 in Buffalo), WNED Create, and WNED PBS KIDS. WNED PBS is also a national producer of award-winning documentaries. Additional information about Buffalo Toronto Public Media can be found at wned.org.