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Alaska Public Media Partners with Bright by Text to Deliver Developmental Games and Tips Right to Parents' Cell Phones for Free

ANCHORAGE, ALASKA - June 4, 2019 - Alaska Public Media (AKPM) has teamed up with Bright by Text to bring the program to Alaska! The program, already offered in Colorado, New York, California, and other communities around the nation, offers parents and caregivers expert tips and resources for children prenatal to 5 right at their fingertips.

"Every parent wants the best for their children, we're proud to have this opportunity to share an early learning resource that uses researched, educational media from PBS. At Alaska Public Media, we serve all Alaskans," said Ed Ulman, AKPM President and CEO.

Bright by Text helps parents and caregivers make the most out of these interactions by illustrating fun and easy activities, providing positive parenting tips and resources, tips for aiding a child's physical development, and much more. The program is proven to build nurturing caregiver-child relationships, and positively impact a child's healthy development and school readiness.

In addition to expert content, Bright by Text includes messages about events and resources specific to the communities served, like free museum days, health clinics, and preschool open enrollment periods.

To sign up, parents and caregivers with children under 5 can text the word INFORM to 274448*. Participants will receive 2 to 5 text messages per week, and each message includes a link to a landing page with more detail, short modeling videos, and links to related resources.

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About Alaska Public Media

Alaska Public Media (AKPM) is a shared Public Broadcasting System (PBS) and National Public Radio (NPR) affiliate and a 501(c)(3) organization. Committed to meeting the needs of our community and state, AKPM produces and presents news and content that provides lifelong learning opportunities in public affairs, health and leisure, science and nature, economic and social development, civic engagement and world events. The company is located in Southcentral Alaska and is comprised of KSKA radio, KAKM-TV, Create TV, PBS KIDS, PBS KIDS 24/7 and alaskapublic.org. Alaska Public Media also operates the Statewide News network and a shared television service with KTOO in Juneau and KYUK in Bethel.