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## CHILDRENS TV SERIES SPACE RACERS™ LAUNCHES MOBILE-FRIENDLY SCIENCE SITE: [WWW.SPACERACERS.ORG](http://WWW.SPACERACERS.ORG)

[SpaceRacers.org](http://SpaceRacers.org) Focuses on Strong STEM Educational Curriculum and Encourages Science & Space learning for 3- to 6-Year Olds With Lesson Plans Now Available for Educators

Architecture of [SpaceRacers.org](http://SpaceRacers.org) by SiiTE Allows Safe, Easy and Seamless Cross-Device use for Young Children

June 16, 2014 (Owings Mills, MD) -- **Space Racers™**, the new children's educational public television series, in partnership with SiiTE, a leading digital design agency, announced the launch of [www.SpaceRacers.org](http://www.SpaceRacers.org). The website features full series episodes, clips, games and a robust [Parents and Educators](#) section designed to encourage STEM education for 3- to 6-year olds. With NASA onboard as technical consultants during the development of the series both the show and [SpaceRacer.org](http://SpaceRacer.org) focuses on science and technology concepts, information, methods, and practices to help set the stage for future success in these critical academic areas.

The new television program **Space Racers™** follows Eagle, Robyn, Hawk and their fellow spaceship cadets as they soar through the Solar System, learning about the power of science, the wonders of space, and the importance of teamwork. The [SpaceRacers.org](http://SpaceRacers.org) site features interactive games, family activities, and lesson plans that engage learners in science inquiry, space and teamwork and encourage children to explore the world around them in fun and engaging ways. All materials are now available for free download in the [Parents and Educators](#) section of [SpaceRacers.org](http://SpaceRacers.org) and will soon be provided for free on an educator toolkit, which will be distributed nationwide.

Spaceracers.org was created for a pre-reading audience where key content links are distinct in shape and color. Visitors to the site will discover:

- The [Videos](#) section features full episodes of the animated series as well as exclusive clips and music videos – all which are updated frequently with new content.
- Featured in the [Games](#) section is the new game [Space Collector](#), where kids fly Hawk, Robyn and Eagle through space collecting colorful comets, asteroids and space junk using observation and comparison skills.

- The [Print](#) section allows kids to continue exploring space offline with printable activities like Connect-the-Constellations, Sun & Planet Matching Game, Moon Flipbook, and more!
- The robust [Parents and Educators](#) section features thirteen engaging [lessons plans](#) for educators and four hands-on [family activities](#) that explore the STEM related themes presented in Space Racers.

“Our main goal was to build a site that kids, their parents, and educators could use to explore space together,” said Richard Schweiger, Executive Producer & Creator of **Space Racers**. “Whether watching an episode, playing games or downloading educational materials we know [SpaceRacers.org](#) will become a favorite destination for our fans.”

“The mobile component of Space Racers is an extremely important platform for us, with children spending much more of their viewing time on phones and tablets, and SiiTE was a great partner to work with on this. The release of a mobile-responsive site was a priority for us, and we will be releasing a new mobile app for both iOS and Android in the fall,” said **Space Racers** Co-Creator Julian Cohen.

Kevin Peckham, Partner & Director of Digital Strategy at SiiTE highlighted the leading edge technology involved in this cross-platform project, “SiiTE created the Space Racers website using HTML5 architecture rather than Flash to ensure the web experience and game play works just as well on Apple’s iPhone or iPad as it would on a desktop PC Computer. We imagine that this website could be that first experience with the web for many kids, and we want it to be as awesome and exciting for them as it was for us to work on.”

The **Space Racers** television program, which is distributed by Maryland Public Television (MPT), is currently airing in close to 60% of the markets in the United States, with Chicago (WYCC), Philadelphia (WYBE), Boston (WGBH), Atlanta (GPB Kids), Tampa (WEDU), Indianapolis (WFYI) and Las Vegas (Vegas PBS) joining this month. The series is distributed by CAKE internationally with pickup in over 15 countries around the world, including France, Ireland, Norway, Sweden, Canada, New Zealand, Russia, Poland and Taiwan.

The **Space Racers** website and educational content were produced by THIRTEEN Productions LLC for WNET and by Space Race, LLC. The site was designed and developed by SiiTE with “Space Collector” game design by THIRTEEN and BlueMarker.

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### **About Space Race, LLC**

Founded in 2010 Space Race, LLC is based in New York specializing in children’s programming and educational entertainment. Space Race, LLC aims to provide high-quality kids content for television, websites, gaming activities, and educational curricula.

### **About SiiTE**

SiiTE is a digital-centric marketing & brand strategy agency headquartered in New York, NY. Founded in 2002, SiiTE was one of the first agencies in the world to focus exclusively on providing digital marketing services to Fortune 500 companies and other top performing brands. With its emphasis on superior user experiences, elegant design, and cutting-edge technology, SiiTE plays an important role in helping forward-thinking businesses innovate and connect more effectively with customers through web, e-commerce, mobile, social media, digital advertising and other rapidly evolving channels. Further information about SiiTE is available at [www.siite.com](http://www.siite.com).

### **About MPT**

Launched in 1969 and headquartered in Owings Mills, MD, Maryland Public Television is a nonprofit, state-licensed public television network and member of the Public Broadcasting Service (PBS). MPT's six transmitters cover Maryland plus portions of contiguous states and the District of Columbia. Frequent winner of regional Emmy® awards, MPT creates local, regional, and national television shows. Beyond broadcast, MPT's commitment to professional educators, parents, caregivers, and learners of all ages is manifest in its year-round instructional events and super-website *Thinkport* which garners in excess of 1.4 million visits annually.

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