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**New PBS KIDS Series, *ROSIE’S RULES*, Premieres October 3***Animated Show from 9 Story Media Group and Brown Bag Films Introduces Young Bilingual Mexican-American, Rosie Fuentes, and Her Multicultural Blended Family, Teaching Children About Their Community and the World*

**Arlington, VA, May 26, 2022** – [**PBS KIDS**](http://www.pbskids.org/) today announced that [**ROSIE’S RULES**](https://pbskids.org/rosiesrules), a colorful new 2D animated preschool comedy series from [**9 Story Media Group**](https://9story.com/)and its award-winning studio, Brown Bag Films, will make its debut on October 3, 2022. **ROSIE’S RULES** stars 5-year-old Rosie Fuentes, a bilingual Mexican-American girl from suburban Texas who is just beginning to learn about how the great, big, fascinating world around her works. Featuring an engaging social studies curriculum, a dynamic cast of characters, catchy music, and hilarious stories, the new series aims to show kids ages 3-6 how they, as individuals, fit into their own community, as well as broader society. 

“Like many young children, Rosie likes to figure things out for herself, and the mission of **ROSIE’S RULES** is to nurture that curiosity and ‘learning-by-doing’ among viewers,” said Sara DeWitt, Senior Vice President and General Manager, PBS KIDS. “Many families around the country will recognize themselves in Rosie’s amazing, culturally-diverse extended family and connect the rich Mexican, Southwestern and Midwestern traditions, food, art, language, and music featured in the series with the unique customs and culture of their own families.”

In Rosie’s quest to understand some of the world’s most mystifying concepts, like how the mail works or family relationships, she will bonk into, break, rip, and spill her way into constant comic chaos, usually doing it wrong before she gets it right. As Rosie figures things out, the answers – along with other astute discoveries – become Rosie’s Rules. These “rules” for navigating everyday life range from the silly (“Don’t try to mail your cat to Mexico.”), to the sweet (“There’s nothing better than making your Abuela happy.”) to the practical (“Sometimes flopping helps you get your feelings out.”). Rosie’s “rules” also reinforce what Rosie’s learned in the episode, bridging the curriculum takeaway and the heart of each story.  ­

Rosie and her blended, multicultural family live in suburban Texas. Her Papá is from Mexico City, and her entrepreneurial Mom is from rural Wisconsin. Rosie has a little brother, Iggy, and an older sister, Crystal, who is Mom’s child from her first marriage. Gatita is Rosie’s fluffy feline sidekick.

**ROSIE’S RULES** features a social studies curriculum specifically tailored for preschoolers, which encompasses civics and government, geography, economics, and history, presented via engaging, character-based narratives to help viewers achieve the social studies proficiencies that are important for preschoolers. Rosie’s home is filled with reminders that social studies is all around us. Maps on the walls, giant family calendars, family photos (in the pattern of a family tree), even an address on the door support the curriculum and help viewers connect social studies concepts to their daily lives. Music is part of every episode, as Rosie sings the “I’ve Gotta Know” song to begin each story and ends with a celebration tune summarizing what she’s learned.

“We care deeply about all children seeing themselves reflected on screen,” said Angela C. Santomero, Chief Creative Officer for 9 Story Media Group. “It is our mission to bring kids content that inspires them to change the world, and we believe **ROSIE’S RULES** will do just that!The series’ unique social studies curriculum will help children learn about themselves, their families, and communities through enhancing their self-identify and expanding their experiences beyond the walls of their home.”

**ROSIE’S RULES** was created by Emmy Award-winning writer and children’s book author, Jennifer Hamburg, a veteran of the children’s television industry whose credits include *Daniel Tiger’s Neighborhood*, *Super Why!*, *Pinkalicious & Peterrific*, *Cyberchase*, and *Doc McStuffins*.

Executive Producing with Jennifer isTV veteran, Mariana Diaz-Wionczek, PhD (*Dora the Explorer*, *Go Diego Go!, Santiago of the Seas*), who brings a wealth of children’s TV experience and cultural, educational, and linguistic expertise, along with her own life experience growing up in Mexico City.Maria Escobedo (*Grey’s Anatomy*, *Elena of Avalor*, *Nina’s World*) is Story Editor.

**ROSIE’S RULES** games will launch in tandem with the series on [pbskids.org](http://www.pbskids.org/) and the free [PBS KIDS Games App](http://pbskids.org/apps/play-pbs-kids-games.html). To extend the learning at home, parent resources, including tips and hands-on activities, will be available on [PBS KIDS for Parents](http://www.pbs.org/parents/). For educators, [PBS LearningMedia](https://www.pbslearningmedia.org/) will offer classroom-ready materials, including video excerpts, games, teaching tips and printable activities. 

**About PBS KIDS**

PBS KIDS believes the world is full of possibilities, and so is every child. As the number one educational media brand for kids, PBS KIDS helps children ages 2-8 learn lessons that last a lifetime. Through media and community-based programs, PBS KIDS wants children to see themselves uniquely reflected and celebrated in lovable, diverse characters who serve as positive role models, and to explore their feelings and discover new adventures along the way. Families can [stream PBS KIDS for free anytime](https://help.pbs.org/support/solutions/12000004780), no subscription required. A large collection of mobile apps and [pbskids.org](http://pbskids.org/) provide accessible content that spark kids’ curiosity. PBS KIDS and local stations across the country support the entire ecosystem in which children learn and grow – including their teachers and caregivers, parents, and community – providing resources accessible anytime and anywhere. For more information, visit [pbs.org/pressroom](http://pbs.org/pressroom), or follow PBS KIDS on [Twitter](http://twitter.com/pbskids), [Facebook](http://www.facebook.com/pbskids) and [Instagram](https://www.instagram.com/pbskids).

**About 9 Story Media Group**

9 Story Media Group is a leading creator, producer and distributor of kids and family focused intellectual property. Its award-winning animation studio, Brown Bag Films, is recognized around the world for best-in-class series such as Doc McStuffins, Daniel Tiger’s Neighborhood Octonauts, Wild Kratts, Blue’s Clues and You and The Magic School Bus: Rides Again. The company’s international distribution arm, 9 Story Distribution International based in Dublin, represents 4,800 half-hours of animated and live-action programming, seen on some of the most respected international channels and platforms. Its in-house consumer products division, 9 Story Brands, builds international entertainment brands for kids, such as the recent groundbreaking hit Karma’s World, with expertise across creative, brand marketing, and licensing. 9 Story’s Creative Affairs Group creates, develops and produces award-winning branded properties using cutting-edge formative research. With facilities in Toronto, Dublin, New York and Bali, 9 Story Media Group employs over 1000 creative and corporate staff. [www.9story.com](http://www.9story.com/)

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