



makes you think

media release

***TVOKids'* Math Homework Hotline makes number crunching and problem solving fun for Ontario's kids, LIVE Thursday February 19 2009 starting at 4 pm ET**

- LIVE interactive event on *TVOKids* gives primary school students math help in real time, on air and online
- Featuring math expert Troy Langevine, vice principal of Ellesmere-Statton Public School in Scarborough, ON

Toronto, February 10, 2009 – How many pennies make two dollars? How many sides does a pentagon have? What's an AB pattern? When kids feel outnumbered by numbers, stress and anxiety can affect them in the classroom and at home. Giving kids the tools to tackle math challenges builds their confidence in math and paves the way for their success in later school years. With that in mind, *TVOKids* presents the **Math Homework Hotline, Thursday February 19 2009 starting at 4 pm**, a live and interactive TV and web event that encourages grade-school kids to open up about their math problems, discover the fun of math in everyday life and kick the fear factor of numbers and concepts to the curb.

From 4 to 7 pm ET live in *TVOKids'* afterschool program block (and streamed live at tvokids.com) math expert Troy Langevine, vice principal at Ellesmere-Statton Public School in Scarborough, joins *TVOKids* host Mark in studio to take email and phone questions from kids about the math dilemmas they're struggling with. Kids can submit their questions now at tvokids.com, or call 1.888.886.5437 on the day of the broadcast.

"Math can be challenging for kids because it is difficult to conceptualize," says Langevine. "Children need to see concrete examples and direct applications of concepts for them to make sense. Often they are just taught to follow procedures rather than using math as a tool. The Math Homework Hotline provides a great opportunity to interact with kids and deal with real problems in real time."

Langevine and Mark, who appear during hosted breaks between every *TVOKids* show (approximately every half hour), will also share math tips and tricks with kids and inspire them to find the math in everyday life – things like using your 10 fingers to figure out the 9 times table; discovering the various shapes in a soccer ball; body math; and tricks with dice.

From 7 to 7:30 pm ET live, the Math Homework Hotline moves exclusively to tvokids.com. Mark and Langevine head into the "Big Wig Sub Shop," where Suzy Beehive and High Top, characters from *TVOKids'* new online game, Big Wig Sub Shop, and related TV series, *Math City*, join them. Suzy and High Top will help answer kids' questions and also get advice on their own math dilemmas – like figuring out how many hotdog buns you need when hotdogs come in packages of 12 but buns come in 8s, and figuring out how much change they'll need for lunch and a bus ride. To add to the fun, kids who call and email during the webcast are eligible to win a Leapfrog game system.

"Math allows us to truly observe beautiful things in our world," says Langevine. "It provides numerous opportunities for discovery, and it truly illustrates the type of learners we are. I hope that the Math Homework Hotline helps children understand that math is the study of relationships. I would love for them to start seeing that math is being used all around them, and that they are using it constantly. Often they don't realize how many calculations they are performing in a given day."

For more information, please visit tvokids.com. For media requests and interviews, please contact TVO Communications.

About TVO

TVO is Ontario's public educational media organization and a trusted source of interactive educational content that informs, inspires and stimulates curiosity and thought. TVO's vision is to empower people to be engaged citizens of Ontario through educational media.

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