



**CADE**  
museum  
for creativity & invention

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**FOR IMMEDIATE RELEASE**

## **WUFT PBS, The Cade Museum and CAMPUS USA Credit Union Launch the Digital Backpack At-Home Learning Program**

GAINESVILLE, Florida – November 14, 2020: The Cade Museum is thrilled to announce its partnership with WUFT PBS and CAMPUS USA Credit Union on the Digital Backpack program. The PBS digital backpack program offers engaging activities and educational resources that parents and educators can use to layer onto learning that children are already doing at school. The 2021 academic year presents unprecedented challenges and WUFT PBS, the Cade Museum, and CAMPUS USA Credit Union are pleased to help parents and educators through this new program.

“WUFT and the University of Florida are thrilled to be partnering with the Cade Museum and CAMPUS USA Credit Union on the digital backpack program. With the educational challenges facing our young people and families due to COVID-19, the resources available through WUFT and PBS children’s programming, coupled with the extraordinary work happening at the Cade, add up to a program that we know is going to make a real difference,” said Randy Wright, UF College of Journalism and Communications Media Properties Executive Director. “The digital backpack is innovative, impactful and will help families navigate the current environment. We are very proud of the project.”

Digital backpacks feature activities tied to children’s favorite PBS educational shows. Backpacks will be released weekly, with each Backpack centering on different core subject, including science, math, social-emotional learning, and more. Items featured in digital backpacks include:

- Printable hands-on activities
- STEAM-focused activities and experiment videos from The Cade
- PBS KIDS programming learning goals and reflection guide
- Reading list
- Tips for balancing screen time
- Added PBS KIDS apps with associated learning goals and more

PBS Digital Backpacks are available online at [PBSbackpack.org](http://PBSbackpack.org), and will also be distributed at the Cade Museum, CAMPUS USA Credit Union, and by The Cade’s education and community partners.

CAMPUS USA Credit Union has generously provided funding for this educational initiative, and will also offer financial literacy activities to help children prepare for their financial future.

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By contributing STEAM activities and experiments, the Cade Museum hopes to engage and ignite young minds in dynamic new ways. “This one-of-a-kind program helps meet the evolving educational needs of children at home and in school. Knowing that most children need adult engagement for optimal learning, the digital backpacks also give parents and educators supporting tools for their use,” said Stephanie Bailes, Executive Director of the Cade Museum. “It is an honor to partner with PBS and CAMPUS USA Credit Union to provide STEAM-focused learning that is educational, interactive and fun,” Bailes added.

To learn more about the PBS backpack program, please visit [PBSbackpack.org](https://PBSbackpack.org)

### About WUFT

Public television station WUFT-TV/DT broadcasts via cable, satellite and over-the-air to 19 counties in North Central and Mid-Florida. WUFT- 5.1 features high definition PBS programming, local news and public affairs, WUFT 5.2 features PBS CREATE and WUFT 5.3 features The Florida Channel from the state legislature. Public radio station WUFT 89.1/90.1 features NPR and local news and public affairs programming, WUFT Classic (89.1/90.1-HD2) is broadcast on 102.7 FM in Gainesville and GHQ (WUFT 89.1 HD3) features top forty music programming on 95.3 FM. The stations also serve as a training facility for students of all disciplines in the University of Florida College of Journalism and Communications. More information available at <https://www.wuft.org>.

### About CAMPUS USA Credit Union

CAMPUS USA Credit Union, chartered in 1935, currently serves over 100,000 members and has over \$2 billion in assets. CAMPUS provides best-of-market rates on commercial and consumer deposits and loans. CAMPUS serves members in Alachua, Clay, Columbia, Gadsden, Jefferson, Lake, Leon, Madison, Marion, Sumter, Suwannee, and Wakulla counties. CAMPUS is federally insured by the NCUA.

### About the Cade Museum

In 2004, Dr. James Robert Cade and his family established the Cade Museum Foundation to build the Cade Museum for Creativity & Invention in Gainesville, Florida. The Cade’s mission is to transform communities by inspiring and equipping future inventors, entrepreneurs, and visionaries. Dr. Cade, a physician at the University of Florida, was best known as the leader of a research team that invented Gatorade in 1965. The Cade Museum is located at 811 South Main Street, Gainesville, FL 32601. Visit [CadeMuseum.org](https://CadeMuseum.org) for more information.

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**Invent possible**

Transforming communities by inspiring and equipping future inventors, entrepreneurs and visionaries.