

Dear Headteacher,

We would like to inform you that we have launched [Blue Peter on YouTube](https://www.youtube.com/bluepeter) at CBBC and we were wondering if your pupils and parents would be interested in this.

Blue Peter is the longest running kids TV show in the world and we are uploading videos to it that are suitable for 5-11 year olds. We have world record breaking challenges, arts and crafts, environmental videos, cooking and baking how tos, inspirational films, gaming, celebrity appearances, dance routines and music performances. We also feature ways of getting a Blue Peter badge, behind the scenes footage and extra content about our incredible presenters Adam, Lindsey, Mwaksy, Richie and Henry the Blue Peter dog.

If you think your pupils would be interested in this, please do send this out to your parents and ask them to subscribe to <https://www.youtube.com/bluepeter> - (it's obviously completely free to subscribe!) and don't forget to watch the live programme on CBBC at 5.30pm every week, or on BBC iPlayer.

Thanks so much for your time,
The Blue Peter Team!

