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FOR IMMEDIATE RELEASE

## **Coronavirus Drives Small Business To Create Contingency Plan**

New York, NY (March 4, 2020) – With the Coronavirus outbreak looming in so many American cities and the possibility of school closings, one small New York City STEM education company has come up with a contingency plan to combat this potential threat to its livelihood.

Using music, literacy and a really cute dog to inspire and excite kids in elementary schools to learn about science, the weather, and taking care of the planet, this Weathertainment company, with meteorologist Ron Trotta, children’s book author, Elly McGuire, and four pound Yorkshire terrier, Schmittie The Weather Dog, has performed its Schmittie The Weather Dog Science Sing-Along Show at more than 350 schools across the country. Now, faced with potential canceled performances because of the Coronavirus, Team Schmittie The Weather Dog has taken its STEM show online.

Converting their studio apartment into a video production studio, Meteorologist Ron and Author Elly, have adapted their stage show into online educational music videos for teachers to use on Smart Boards in the classroom and for students to watch on computers at home.

[www.YouTube.com/SchmittieTheWeatherDog](http://www.YouTube.com/SchmittieTheWeatherDog) )

“The planet and its climate are in crisis,” says Meteorologist Trotta. “And now with the threat of the Coronavirus, it is even more important to stay connected with these kids - our planet’s future. With catchy songs, silly antics and a really cute dog, our mission is to teach kids, in a fun and not scary way, about the weather and how they can help take care of the planet.”

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Schmitty The Weather Dog has appeared on the Ellen Show, ACCESS Hollywood, and has been on stage in NYC's Central Park with Oprah. Not just another pretty face, her STEM star status has also landed Schmitty The Weather Dog on magazine covers and in news articles.

Formerly a weather producer at ABC's Good Morning America and ABC World News, and also having the distinction of being a three-time World Champion Ragtime Piano Player, Meteorologist Ron combined his talents with Author Elly, a former teacher, corporate executive, and now the author of Schmitty The Weather Dog: Daydream and eco-cheerleader, to create the live Schmitty The Weather Dog Science Sing-Along Show and new YouTube channel. Team Schmitty The Weather Dog's show, with its gleeful approach to learning, has garnered rave reviews from students, teachers, principals and parents alike and is one of the few STEM enrichment programs geared to Pre-K through 5<sup>th</sup> grade students.

With new weather and eco-conscious song videos posted weekly on the Schmitty The Weather Dog YouTube channel, Meteorologist Ron and Author Elly believe that targeting Pre-K and elementary school aged kids is where the transformation to living a sustainable lifestyle can begin.

To view Schmitty The Weather Dog weather and eco-friendly sing-along videos, go to:

[www.youtube.com/SchmittyTheWeatherDog](http://www.youtube.com/SchmittyTheWeatherDog)

For Team Schmitty The Weather Dog promotional pics, click on the link below:

<https://drive.google.com/open?id=1cQXkgQKlbkgyaepvIxGdADo8tM6K7nxL>

Click on the link below for a parent review:

<https://drive.google.com/open?id=18MjDSKIUGPspBJURUrqBqdtKvW2KXr2I>

For more information, go to [www.SchmittyTheWeatherDog.com](http://www.SchmittyTheWeatherDog.com) or email

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