



FOR IMMEDIATE RELEASE

**CELEBRATE MOM'S SPECIAL DAY AND LEARN ABOUT HOW THE BODY WORKS WITH
FIVE NEW "SID THE SCIENCE KID" EPISODES
PREMIERING MAY 4 – 10 ON PBS KIDS®**

Parents Choice-Recommended, Science-Based Preschool Series, Co-Produced by The Jim Henson Company and KCET/Los Angeles, Offers Plenty of Mother's Day Activities

HOLLYWOOD, CA, April 27, 2009 – Did you ever wonder why your stomach growls when you're hungry, why your face can hurt when you laugh, or how your brain and muscles interact? Five new SID THE SCIENCE KID episodes will explore these and other intriguing topics pertaining to how the body works – all presented in a fun, engaging half-hour format created to inspire preschoolers' natural curiosity. Starting Monday, May 4, the episodes will premiere over a one-week period on the popular PBS KIDS preschool destination, an educational, hosted two-hour morning television block. (Please check local listings.) An interactive site at pbskids.org/sid extends the series' fun and learning.

"Special Mom Day Meal," a celebration of Sid's appreciation for his mother, will air May 4 and again on May 10, Mother's Day (check local listings). In this episode, as Sid helps prepare a French toast breakfast for mom, his stomach starts gurgling – and he wonders why and how it makes that noise. When Sid and his friends investigate at school, they discover many fascinating facts about what happens to your food once you've eaten it. Filled with science-themed activities kids and parents can do at home together, "Special Mom Day Meal" also promotes healthy eating and teamwork.

Beginning on Monday May 4th, kids can visit Sid's website at www.pbskids.org/sid to download printable Mother's Day cards to personalize for mom. They can also explore the show's weekly theme about the body by playing its newest game, "Muscle Memory," where kids learn all about muscles while helping Sid and his Dad move their bodies. Other online Sid activities launching May 4th include a free ringtone for mom of the show's popular "I Love My Mom" song available for a short time at <http://www.pbs.org/parents/special/mothersday.html> and the launch of the Sid the Science Kid Soundtrack Volume 1, available at www.amazon.com

Developed to inspire a lifelong curiosity and love for learning in young children, SID THE SCIENCE KID appeals to children's instinctive quest to figure things out, using humor and music as key teaching tools. The series was created using the groundbreaking Henson Digital Puppetry Studio, which allows performers to puppeteer and voice digital characters in real-time, creating an unprecedented level of spontaneity and warmth. To learn more about the Henson Digital Puppetry Studio, visit www.creatureshop.com.

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Sid, the show's energetic and inquisitive preschool star, starts each episode with a new question and then embarks on a fun-filled day of exploration and discovery as he encourages preschoolers to think about how to find answers to their own questions. Joining Sid are his friends Gabriela, May and Gerald; his teacher Susie; his dog Philbert; Grandma; Mom; Dad and Zeke, Sid's baby brother.

WEEK OF MAY 4: "THE BODY"

Episode Synopses:

"Special Mom Day Meal" – Sid declares that it's a special Mom Day, so he makes Mom French toast for breakfast. When Sid smells the French toast and his stomach growls, he wonders if his stomach is trying to talk to him. When Sid and his friends investigate at school, they discover that the stomach makes noise when it's getting ready for digestion.

"I Have Muscles Where?" – When Sid's Dad tells him a really funny joke, Sid laughs so hard that his face hurts. Sid wonders why his face would hurt if the joke was funny? When Sid and his friends investigate at school, they learn that they have muscles all over their bodies, even in their faces!

"Sid's Amazing Lungs" – Sid races around his room and finds himself breathing really fast. Sid then wonders where all the air is going in his body when he breathes in? At school, Sid and his friends discover that our bodies have lungs to help us breathe in oxygen!

"How Did My Dog Do That?" – When Sid's dog Philbert uses his foot to scratch his ear, Sid tries the same maneuver, but can't do it. Sid explores skeletons, and discovers that animals have different bones and joints than people, which allows them to do lots of cool stuff like swing from trees, fly in the air, or even scratch their ears with their feet!

"Now That's Using Your Brain" – When Sid figures out a new way to get ready for school super fast, Mom says to him, "Now that's using your brain!" Sid wants to know what that means, and discovers that the brain controls all kinds of things like walking, thinking, breathing, and getting ready for school!

Major funding for SID THE SCIENCE KID is provided by First 5 California, The Boeing Company, The Rose Hills Foundation, The Arthur Vining Davis Foundations and PBS.

SID THE SCIENCE KID is a co-production of The Jim Henson Company and KCET/Los Angeles for PBS KIDS. Brian Henson, Lisa Henson and Halle Stanford of The Jim Henson Company, along with Bradley Zweig, serve as executive producers. Joyce Campbell is executive producer for KCET. Mary Mazur is executive in charge of production for KCET. The Jim Henson Company is handling all ancillary use of the property including licensing, video and merchandising. The Web site at pbskids.org/sid is being produced by KCET New Media, which has partnered with multimedia design studio FableVision. Executive producer of the Web site is KCET's Jackie Kain.

About KCET

KCET, the West Coast flagship station of PBS, is public television for Southern and Central California. KCET is watched by four million viewers a month in 11 counties, the largest broadcast reach of any public television station in the United States. National PBS series produced from the station's Hollywood studios include four-time NAACP Award winner TAVIS SMILEY and the Peabody Award-winning A PLACE OF OUR OWN and its Spanish-language companion LOS NIÑOS EN SU CASA, series for caregivers of young children. SID THE SCIENCE KID, a new series co-produced for PBS KIDS by KCET and The Jim Henson Company, premiered in 2008.

Other KCET productions for PBS have included SCHOOL: THE STORY OF AMERICAN PUBLIC EDUCATION, narrated by Academy Award® winner Meryl Streep; AMERICAN FAMILY, the first primetime drama to feature an all-Hispanic cast; THE FIRST YEAR, a documentary about five beginning teachers in the Los Angeles public school system; STORYTIME, a series aimed at getting young children interested in stories and books; and PUZZLE PLACE, a single comedy/drama storyline featuring a multiethnic cast of puppets who helped children learn about sharing, decision making, and other daily encounters in a child's life.

Throughout its more than 40-year history, KCET has won hundreds of major awards for its local and regional news and public affairs programming, its national drama and documentary productions, its quality educational family and children's programs, its outreach and community services, and its Web site, kcet.org. KCET is donor-supported community television. More than half of the funds raised to support KCET's operating budget come from individual support. For additional information about KCET productions, Web-exclusive content, programming schedules and community events, please visit www.kcet.org.

About PBS KIDS and PBS KIDS GO!

PBS KIDS, for preschoolers, and PBS KIDS GO!, for early elementary school kids, offer all children the opportunity to explore new ideas and new worlds through television, online and outreach programs. With positive character role models and content designed to nurture a child's total well-being, PBS's online and community resources – including PBS KIDS online (pbskids.org), PBS KIDS GO! online (pbskidsgo.org), PBS Parents (pbsparents.org), PBS Teachers (pbsteachers.org), PBS KIDS Raising Readers and literacy events across the country – leverage the full spectrum of media, technology and community to build knowledge, critical thinking, imagination and curiosity. Empowering children for success in school and in life, only PBS KIDS and PBS KIDS GO! have earned the unanimous endorsement of parents, children, industry leaders and teachers. PBS is a nonprofit media enterprise owned and operated by the nation's 356 public television stations, serving more than 115 million people on-air and online each month and reaching 99% of American homes.

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About First 5 California

First 5 California, also known as the California Children and Families Commission, was established after voters passed Proposition 10 in November 1998, adding a 50 cents-per-pack tax on all tobacco products to fund programs aimed at improving the health and well-being of all children ages 0 to 5. Today First 5 California provides 2.7 million critical services throughout the state, including health insurance, high-quality preschool, child care, dental care, and other programs designed to promote early childhood development.

Research shows that a child's brain develops most dramatically in the first five years and what parents and caregivers do during these years to support their child's growth will have a meaningful impact on their future. Based on this research, First 5 California programs are designed to tap into that potential during a child's earliest years and ensure that all children are given the opportunity to thrive.

The health and early education services supported by First 5 California form a critical safety net for hundreds of thousands of families in need. First 5 is the largest and most stable funding source of health coverage for children up to age 5 in California. It is the only statewide provider of special needs screenings for all young children in the state and a key supporter of medical and oral health care. First 5 also funds what experts consider some of the best high-quality preschools in the nation.

First 5 California's overall vision is to ensure all children in California enter kindergarten ready to achieve their greatest potential. For more information, please visit www.first5california.com.

About Boeing

Boeing is the world's leading aerospace company and the largest manufacturer of commercial jetliners and military aircraft combined. Additionally, Boeing designs and manufactures rotorcraft, electronic and defense systems, missiles, satellites, launch vehicles and advanced information and communication systems. The company also provides numerous military and commercial airline support services. Boeing has customers in more than 90 countries around the world and is one of the largest U.S. exporters in terms of sales.

The Boeing Company supports communities where Boeing employees live and work in four main areas: early learning through 12th-grade education; health and human services; arts and culture; and civic and environment. In a global economy, Boeing believes that all children deserve access to high quality education. By supporting our parents, teachers and communities, and investing in the areas of math, science and literacy, we will help prepare them to meet the dynamic challenges of the future. The Boeing Company's ongoing commitment to education includes charitable investments that reach across the United States and around the world.

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The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include the Emmy® nominated "Sid the Science Kid," "Dinosaur Train," "Wilson & Ditch: Digging America" and "Pajanimals." Features include "The Dark Crystal," "Labyrinth," "MirrorMask," and "Unstable Fables" and television productions include "Fraggle Rock" and the sci-fi cult series "Farscape."

With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, the Company is also home to Jim Henson's Creature Shop™, a pre-eminent character-building and visual effects group with international film, television and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state-of-the-art and vintage equipment. The Company's Henson Alternative brand has recently announced the national tour of "Stuffed and Unstrung," a live puppet improvisational show named one of the top 10 "Best Stage Shows of 2010" by *Entertainment Weekly*.

<http://www.henson.com>

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