



Press Contacts:

Nicole Goldman/Ann Schwarz
The Jim Henson Company
323-802-1608 / 323-802-1667
ngoldman@henson.com / aschwarz@henson.com

**SID THE SCIENCE KID EXPLORES GERMS, VIRUSES AND VACCINES
JUST IN TIME FOR FLU SEASON IN A SPECIAL EPISODE
“GETTING A SHOT: YOU CAN DO IT!”**

***Original Special Episode of Acclaimed Science-Based Preschool Series
Produced by The Jim Henson Company and KCET/Los Angeles
To Premiere on PBS KIDS® October 26***

HOLLYWOOD, CA, October 9, 2009 – Everyone’s favorite preschool scientist, Sid, star of SID THE SCIENCE KID, is hearing a lot of talk this fall about how to stay healthy, which leads him to ask lots of questions about what can make a person sick and what he can do to keep from getting sick. In the new special episode “Getting a shot: You Can Do It!” from the Emmy®-nominated series, Sid and his friends will learn the basic science behind germs, viruses and vaccines using age-appropriate vocabulary and scientific concepts that have become a hallmark of the series. PBS KIDS will premiere the series on Monday, October 26 (check local listings) with several re-airings over the following weeks.

It’s vaccination day at Sid’s school, and Sid and his friends are a little apprehensive about getting a shot. Thankfully, a very special nurse will be giving the kids their vaccination—Sid’s Grandma! Throughout the special episode, Grandma, Teacher Susie, Mom and Dad all do their part to make vaccination day a fun learning experience filled with music, games and lots of laughs.

“SID THE SCIENCE KID explores the science behind the everyday experiences of a preschooler and we know that getting a shot can be scary for many children,” said Lisa Henson, CEO of The Jim Henson Company. “This special episode is an opportunity for us to help kids understand why they are getting a shot while providing parents and caregivers with helpful resources to handle this important issue.”

“Our characters are great role models for children and help them navigate their way through some of the more challenging experiences they face in life, like getting a shot,” said Lesli Rotenberg, SVP, Children’s Media, PBS. “It is so important that children build healthy habits early in life and Sid is a perfect guide to help children explore what this means.”

-more-

2-2-2 Sid Special Episode

The special episode is supported by online games, activities and resources for kids, parents and educators. At PBSKIDS.org/sid, kids can learn about germs, illness and getting shots through age-appropriate activities and videos. For parents and caregivers, PBS Parents (PBSPARENTS.org) features resources to help children cope with illness and overcome fears they may face about going to the doctor. PBS Teachers (PBSTEACHERS.org) will host a PBS Teachers live Webinar for educators about this episode and how teachers can help children stay healthy at school.

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 a relatable cast, humor and music as key teaching tools. Sid, the show's energetic and inquisitive preschool star, starts each episode with a new question and embarks on a fun-filled day of finding answers as he encourages preschoolers to think about how to find answers to their own questions. Joining Sid are a colorful supporting cast, including his friends Gabriela, May and Gerald; his teacher Susie; Grandma; Mom; Zeke, Sid's baby brother; and Dad.

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.

The "Sid the Science Kid" vaccination special is funded by The Department of Health and Human Services, The Association for Prevention Teaching and Research (APTR), First 5 California and The Boeing Company.

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.

-more-

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 community-based programs. With positive role models and content designed to nurture a child's total well-being, PBS's children's media and family and educator resources - including PBS KIDS and PBS KIDS GO! television series, PBSKIDS.org, 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. In September 2008, PBS KIDS GO! launched its video player (PBSKIDSGO.org/video), featuring hundreds of video clips and dozens of full-length episodes. Since launch, the site is averaging 1.3 million streams per week. PBSKIDS.org averages 9 million unique visitors a month. 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. For more information on specific shows supporting literacy, science, math, and more, visit PBS.org/pressroom.

About The Department of Health and Human Services

The Department of Health and Human Services (HHS) is the United States government's principal agency for protecting the health of all Americans and providing essential human services, especially for those who are least able to help themselves. The Department includes more than 300 programs, covering a wide spectrum of activities. HHS represents almost a quarter of all federal outlays, and it administers more grant dollars than all other federal agencies combined. HHS works closely with state and local governments, and many HHS-funded services are provided at the local level by state or county agencies, or through private sector grantees. The Department's programs are administered by 11 operating divisions, including eight agencies in the U.S. Public Health Service and three human services agencies. In addition to the services they deliver, the HHS programs provide for equitable treatment of beneficiaries nationwide, and they enable the collection of national health and other data.

About The Association for Prevention Teaching and Research (APTR)

The Association for Prevention Teaching and Research (APTR) is the professional organization for the academic medical and public health community dedicated to prevention and public health education and research. Since 1942, APTR has served health professionals, faculty and students from academic departments within medical and health professions schools, public health graduate programs, health agencies, and schools of public health. We also represent the accredited and emerging graduate programs across the U.S. that grant public health degrees and therefore prepare students for professional careers in public health.

APTR provides curriculum, professional development programs, and tools for its membership of educators, researchers, residents and students. APTR is a primary link for the academic prevention and public health community to public, private and government funding opportunities in order to support and encourage research, education, and training projects in the area of prevention and public health.

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 cigarettes to fund education, health, childcare and other programs for expectant parents and children ages 0 to 5. First 5 California's vision is that all children 0 to 5 in California enter school ready to achieve their greatest potential. For more information, please visit www.first5california.com.

4-4-4 Sid Special Episode

About The Boeing Company

The Boeing Company is the world's leading aerospace company and the largest manufacturer of commercial jetliners and military aircraft. With customers in more than 90 countries, Boeing is committed to being a leading global corporate citizen around the globe. For Boeing, this means partnering with communities in 26 states in the U.S. and 16 countries and four regions internationally to drive strong, positive change in the world. It's what makes Boeing a good citizen—sharing what the company knows and who Boeing is to convene, collaborate and lead in building vibrant communities and making the world better for everyone. In the area of education, Boeing aligns and leverages its resources to support systemic and continuous improvement in school systems, concentrating on teacher effectiveness in literacy, math and science, and on school leadership. That's why the company is increasing its focus on supporting early learning programs because it believes that children need the foundation of quality early learning experiences before they enter school.

###

PHOTOS AVAILABLE UPON REQUEST OR BY VISITING <http://pressroom.pbs.org/>

PHOTO CREDIT – © 2008 The Jim Henson Company. JIM HENSON'S mark & logo, SID THE SCIENCE KID mark & logo, characters and elements are trademarks of The Jim Henson Company. All Rights Reserved.



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" and "Pa-janimals." 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 is currently in production on "Wilson and Ditch: Digging America," a webisode series for PBSKIDS.org featuring the Company's Emmy-winning animation technology, and the Company's Henson Alternative brand continues to produce "Puppet Up! - Uncensored," a live puppet improvisational show that runs monthly at the Avalon Hollywood. The Company has also announced the creation of The Hub, a third party licensing banner established to acquire and service global consumer products programs for external brands and entertainment properties.

<http://www.henson.com>