



**FOR IMMEDIATE RELEASE**

**DISNEY ONLINE LAUNCHES 'THE POSSIBILITY SHOP,'  
WEB SITE FEATURING ORIGINAL WEB SERIES FROM THE JIM HENSON COMPANY AND  
SPONSORED EXCLUSIVELY BY THE CLOROX COMPANY**

**Creative guru Courtney Watkins hosts original video series, helping families find  
imaginative ideas and solutions at home; site offers dozens of themed art projects and  
activities that appeal to families everywhere**

**NORTH HOLLYWOOD, Calif. – November 23, 2009** – Disney Online, part of the Disney Interactive Media Group, launched a new Web site featuring an original video series from The Jim Henson Company called “The Possibility Shop” ([www.FamilyFun.com/PossibilityShop](http://www.FamilyFun.com/PossibilityShop)). The site, which can be accessed through [Disney.com](http://Disney.com) or [FamilyFun.com](http://FamilyFun.com), also features an array of ideas for family-friendly art projects and activities and will update every two weeks with new seasonal or holiday-based content. “The Possibility Shop” is exclusively sponsored by The Clorox Company for its Clorox2<sup>®</sup> Stain Fighter & Color Booster, Clorox<sup>®</sup> Disinfecting Wipes and toilet-cleaning products.

The new site appeals to a broad family audience, tapping into the content and audience reach of both Disney.com and FamilyFun.com. The site will offer a variety of unique themes including Thanksgiving, the holidays, winter activities, party planning, big game day (sports), Valentine’s Day, pets, St. Patrick’s Day, April Fool’s Day, Spring, Earth Day and Mother’s Day, among others.

“This is a great example of how Disney Online can create original content that uniquely appeals to families, and particularly moms,” stated Paul Yanover, executive vice president and managing director, Disney Online. “‘The Possibility Shop’ places high-quality original video in an immersive online environment filled with art projects and activities as well as ideas for families to take the fun offline to find their own adventures.”

“‘The Possibility Shop’ fulfills a lifelong goal I’ve had of empowering families to embrace daily opportunities to be creative and to boost their confidence that they *can* make something wonderful together,” said Courtney Watkins.

Brimming with a zillion things to discover, ponder, decorate, create, play, imagine, investigate and giggle about, “The Possibility Shop” is an extraordinary new Web site. Families everywhere will get in on the fun by joining host and store proprietor Courtney Watkins as she teaches and

demonstrates how to turn ordinary afternoons into extraordinary creative adventures for the whole family.

### **About Courtney Watkins**

Artist, author, actress, teacher, mom, TV personality and creative guru, Courtney Watkins is at the center of "The Possibility Shop." Courtney faces creative challenges, introduces new ideas, demonstrates how-to-techniques, seeks answers to befuddling questions and all the while unearths the "Aha!" moments hidden in a child's every day. Revealing creative ideas for art, games, conversations, experiments, inventions, decorations and explorations, Courtney energizes viewers to pursue limitless fun, on-your-own, at-home activities.

### **About Disney Online**

Disney Online ([www.Disney.com](http://www.Disney.com) or text MOBILE to DISNEY\*) a unit of Disney Interactive Media Group, produces the No. 1 ranked community-family and parenting destination on the World Wide Web. Launched in 1996, [Disney.com](http://Disney.com) is the online and now mobile web gateway to all of the company's Disney-branded entertainment initiatives, providing comprehensive access to, and information about Disney movies, travel, television, games, music, shopping and live events.

The Disney Online Mom and Family Portfolio is a leading group of sites that provide inspiration and [ideas for parents](#) on a variety of topics important to today's families, including [easy recipes](#), [crafts](#), [traveling with children](#), [pregnancy](#), and [parenting](#). Other sites in the Portfolio include [Kaboose.com](http://Kaboose.com), [FamilyFun.com](http://FamilyFun.com) and [BabyZone.com](http://BabyZone.com).

\*Msg. & data rates may apply. If you're under 18, get your parents' permission first.

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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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