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'SID THE SCIENCE KID' **Premieres All New Episodes** **On PBS KIDS®**

***New Shows Include Science Center Field Trips For Sid and Friends
and a Super Science Singalong Special***

***Emmy® Nominated Science-Based Series Promotes Exploration, Discovery and Science
Readiness Among Preschoolers***

Hollywood, Calif. (April 27, 2010) – Back by popular demand, SID THE SCIENCE KID, the engaging and entertaining animated preschool series that encourages kids to explore and experience science returns with all new episodes on PBS KIDS®. Following Emmy-nominations and prestigious awards, the curriculum-based series from The Jim Henson Company and KCET/Los Angeles returns with all-new adventures and investigations on PBS KIDS beginning in fall 2010 (check local listings).

The new 13 half-hour episodes will kick off with a super science singalong, “No School Singalong Special!” on June 21. In the “No School Singalong Special!,” Sid wonders what he could possibly do on his day off from school. But when all his friends come over for a play date, they quickly put their science minds together and decide to put on a show in the backyard! They each take turns rocking out as they sing their favorite science songs for a very appreciative audience of Mom, Dad, and Zeke! Sid will also host the PBS KIDS video player at PBSKIDS.org/video during the week of June 14, leading up to the premiere of the new super science singalong special.

In the new episodes that begin airing this fall, Sid and his pals will leave the classroom for field trips to visit their local science center. In addition, new weekly themes will be introduced including Light and Shadows, Environmental Systems and Force and Motion.

“These new episodes of ‘Sid the Science Kid’ will continue our effort to encourage children to ask questions, experience meaningful science learning and share investigations with their caregivers,” said Lisa Henson, CEO of The Jim Henson Company. “We also know that songs like ‘I Love Charts’ and ‘I Magnify’ have become popular with kids and grown ups so in celebration of that, we created a fun singalong special to kick off the summer.”

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"Sid, with his trusty magnifying glass and his friends, seeks answers to the science puzzles many preschoolers are also beginning to explore," says Linda Simensky, VP, Children's Programming, PBS. "The series continues to support science learning and engagement while showing, through catchy songs or Super Fab Lab experiments, the fun of making new discoveries."

"SID THE SCIENCE KID is based on national science learning standards which recognize that preschoolers are naturally curious, and that early exposure to science can inspire a lifelong interest in it," adds Joyce Campbell, KCET Vice President, Education and Children's Programming. "We're delighted with these new stories with Sid and his pals that explore everything from a skateboard's motion to the mysterious disappearance of a rainbow."

Sid, the show's energetic and inquisitive preschool star, enlists his friends and family to help him get to the bottom of new mysteries. He starts each episode with a new question ("Why didn't my ball bounce?" "Where did all the bath water go?" "Why can't I grab the light that comes out of my flashlight?") and spends a fun-filled day finding answers. Through his adventures, Sid encourages preschoolers to think about how to get answers to their own questions by exploring the world.

Each week, the programs focus on a single scientific concept based on *Preschool Pathways to Science (PrePS®)*, a practical curriculum used in preschool classrooms that was created by cognitive researchers and preschool educators, incorporating lessons learned from developmental research as well as classroom experience.

With previous content focusing on getting a flu vaccine and upcoming interstitials about staying active, SID THE SCIENCE KID is known for being a great vehicle for explaining topical issues in a preschool friendly way. The series responds to themes that are relevant to kids today such as making healthy food choices, staying active, protecting the environment and much more.

The award-winning SID THE SCIENCE KID Web site (at PBSKIDS.org/sid) inspires the scientist in kids, with a kid-friendly video player, songs, games, activities, and materials to help parents, teachers, and caregivers support their own Science Kid. Games in different discovery zones – The Super Fab Lab at Sid's school, the playground and Sid's kitchen – encompass all of the series curricular themes. And accompanying lesson plans and at home investigations can be found at PBS Teachers and PBS Parents.

SID THE SCIENCE KID is part of a long line of successful preschool programming from The Jim Henson Company that includes the new smash hit DINOSAUR TRAIN as well as FRAGGLE ROCK, BEAR IN THE BIG BLUE HOUSE, and MUPPET BABIES. The show is produced using the revolutionary Emmy® Award-winning Henson Digital Puppetry Studio, a proprietary technology that allows performers to puppeteer and voice digital characters in real-time, creating an unprecedented level of spontaneity, quality and interactivity.

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.

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About KCET

On-air, online and in the community, KCET plays a vital role in the cultural and educational enrichment of Southern and Central California. More than four million viewers watch KCET in the average month. KCET is the most-watched PBS station in Southern California and the second most-watched public television station in the nation. National PBS series produced from the station's Hollywood studios include SID THE SCIENCE KID, four-time NAACP Award winner TAVIS SMILEY and the Peabody Award-winning series A PLACE OF OUR OWN and LOS NIÑOS EN SU CASA, series for caregivers of young children.

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 a donor-supported community institution. 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 community-based programs. With positive role models and content designed to nurture a child's total well-being, 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 is a nonprofit media enterprise owned and operated by the nation's nearly 360 public television stations, serving more than 124 million people on-air and online each month. For more information on specific shows supporting literacy, science, math and more, visit PBS.org/pressroom.

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THE JIM HENSON COMPANY

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*.

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