



SID THE SCIENCE KID™: EVERYBODY MOVE YOUR FEET! CELEBRATES NATIONAL PHYSICAL FITNESS AND SPORTS MONTH

The Jim Henson Company and Partners Also Offer New Line of Sid the Science Kid Products

Los Angeles, CA (May 3, 2010): *Sid the Science Kid™: Everybody, Move Your Feet!*, based on the PBS KIDS® Emmy-nominated television show, *Sid the Science Kid* from The Jim Henson Company and KCET/Los Angeles, is on sale May 11, 2010 from HarperCollins Children's Books.

May is National Physical Fitness and Sports Month, and *Sid the Science Kid™: Everybody, Move Your Feet!* is a great way for parents and caregivers to help kids celebrate. When Sid decides to sit and watch television all weekend long, he learns that there is just one problem with his plan: sitting around and not moving would make his body feel terrible. At school Sid and his friends learn that exercising is a really fun way to stay healthy and it makes your body feel great! *Sid the Science Kid™: Everybody, Move Your Feet!* retails for \$5.99 (ISBN 0061852643) and is a part of HarperCollins Let's-Read-And-Find-Out Science® collection, introducing basic science concepts to young children to help satisfy their curiosity about how the world works.

According to Melissa Johnson, executive director of the President's Council on Physical Fitness and Sports, which started National Physical Activity and Sports Month in 1983, "Americans of all ages need to incorporate more movement into their daily lives. Children need at least 60 minutes of daily active play. They need to run, climb, jump, and just get up and move around, away from their desks, the television and computer games."

Sid the Science Kid is created for 3–6-year-old children. The television series, which airs in the U.S. on PBS KIDS® has garnered several accolades including two Daytime Emmy Award nominations, Common Sense Media's Best 2008 series for children 4-years old, and is a Parents' Choice 2009 Recommended Award Winner. Developed to inspire a lifelong curiosity and love for learning in young children, *Sid the Science Kid* appeals to preschoolers' instinctive quest to figure out how things work, using humor and music as key teaching tools. Sid, the show's energetic and inquisitive "star," starts each episode with a new question and embarks on a fun-filled day of finding answers, inspiring preschoolers at home to think about how to find answers to their own questions. The conceptual content of *Sid the Science Kid* is based in national science learning standards, cognitive learning theory, and on the preschool science curriculum, Preschool Pathways to Science (PrePS™).

Parents and their children can enjoy and explore and learn activity about exercise at the Sid the Science Kid Super Fab Lab at <http://www.pbs.org/parents/sid/activities.html?moveit> and at <http://pbskids.org/sid/videoplayer.html?MoveIt>

For information about the President's Council on Physical Fitness and Sports, go to www.fitness.gov. To start a physical activity and fitness program, log on to www.presidentschallenge.org and sign up to take the President's Challenge. Physical Activity Facts: http://www.fitness.gov/resources_factsheet.htm

SID THE SCIENCE KID SPRING 2010 MERCHANDISE LINE:

TOYS FROM HASBRO'S PLAYSKOOL BRAND:

SID THE SCIENCE KID TALKIN' SID

Age: 3 years and up

Approx retail price: \$19.99

Available: Now

Description: Now kids can bring their friend *SID THE SCIENCE KID* home with the lively TALKIN' *SID THE SCIENCE KID* plush character. This soft and loveable plush *SID THE SCIENCE KID* is 12 inches tall and comes ready to play and learn with his iconic "microphone." Squeeze his belly to hear seven different popular phrases from the series. Requires two "AA" batteries, included.

SID THE SCIENCE KID GOTTA KNOW MICROPHONE

Age: 3 years and up

Approx retail price: \$12.99

Available: Now

Description: Preschoolers can channel *SID THE SCIENCE KID* and ask the Big Questions with the GOTTA KNOW MICROPHONE toy. This colorful microphone, modeled after the one *SID THE SCIENCE KID* uses on the television show, features four buttons that enhance the imaginative role-play. Three buttons play familiar sounds taken straight from the show - laughter, applause, a theme song clip and animal sounds - while the fourth creates an echo effect so kids can sound just like *SID THE SCIENCE KID*! Requires three "AAA" batteries, included.

SID THE SCIENCE KID MINI PLUSH ASSORTMENT

Age: 3 years and up

Approx retail price: \$6.99 each

Available: Now

Description: Explore the world around you with *SID THE SCIENCE KID* and friends! The endearing plush assortment allows kids to bring along *SID THE SCIENCE KID* and his classmates as they investigate their surroundings. Collect all four friends and act out enriching adventures from the show! Assortment includes inquisitive *SID THE SCIENCE KID* and his classmates, the vivacious GABRIELA, lively GERALD and sweet MAY plush characters, each sold separately.

BOOKS FROM HARPER COLLINS:

SID THE SCIENCE KID: WHAT'S THE SMELL?

Age: 4-8

Available: May 11, 2010

Retail price: \$3.99

Description: When Sid smells something funny coming from the other room, he just has to know: Why can you smell things from far away?

SID THE SCIENCE KID: THE TROUBLE WITH GERMS

Age: 3-6

Approx retail price: \$3.99

Available: March 23, 2010

Description: When *Sid the Science Kid's* dad catches a cold, *Sid the Science Kid* has to be careful not to get sick too. But why does *Sid the Science Kid* need to wash his hands all the time? And what are germs, anyway? *Sid the Science Kid* gets to the bottom of these questions with a little investigation.

SID THE SCIENCE KID: A CAVITY IS A HOLE IN YOUR TOOTH

Age: 3–6

Approx retail price: \$5.99

Available: March 23, 2010

Description: Ever wonder what would happen if you didn't clean your teeth after every meal? *Sid the Science Kid* certainly has. With the help of his family, friends, and teacher, *Sid the Science Kid* is ready to find out: why is brushing teeth so important.

DVD'S FROM NCIRCLE:

SID THE SCIENCE KID: WEATHER SID KID

Retail price: \$12.99

Available: May 4, 2010

Description: Rain rain go away; Sid the Science Kid wants to play! Sid's not too happy when rain threatens to squash his play date outside. But the more Sid learns about the rain, the more he understands how important precipitation is! In fact, Sid is learning about all the weather conditions and how they affect our world. Preschoolers will learn along with Sid how the sun lights up the sky. How temperatures are different all over the world and about the atmosphere.

SID THE SCIENCE KID: THE RULER OF THUMB

Retail price: \$12.99

Available: February 16, 2010

Award: Spring 2010 Parents Choice Recommended Award

Description: So many chores, so little time! If Sid doesn't fill his chore chart with stickers, he'll never get that new Turbo-Mega-Rocket Ship toy. What's so important about a chart anyway? Sid soon learns that charts are great science tools for comparing and contrasting things like snacks, pets and even chores! When playing with a rolie polie bug, Sid discovers another amazing science tool - the magnifying glass! Now, Sid can see a whole new world through his magnifying glass and finds that bigger is better! Sid learns all about science tools like rulers and magnifying glasses and how they help us. In fact Sid even finds out how to measure a giant blue whale!

SLEEPWEAR FROM SARAMAX APPAREL GROUP INC.

Available at target.com and kohls.com.

PRINT ON DEMAND APPAREL FROM THE OFFICIAL JIM HENSON COMPANY STORE

www.henson.com/

SID THE SCIENCE KID SOUNDTRACK, VOLUME ONE FROM AMAZON

Retail Price: \$9.99

Available: Now Exclusively from Amazon

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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*.

<http://www.henson.com>

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