



PRESCHOOLERS CAN CHANNEL *SID THE SCIENCE KID* AND ASK THE BIG QUESTIONS WITH THE NEW *GOTTA KNOW MICROPHONE* FROM HASBRO, INC., AVAILABLE AT RETAIL

Los Angeles, CA (June 16, 2010): Preschool kids will have fun exploring the world around them this summer with the new electronic **SID THE SCIENCE KID GOTTA KNOW MICROPHONE** from Hasbro, Inc., now available at retail for \$14.99 (ages 3 and up).

SID THE SCIENCE KID is an animated television series on PBS KIDS®, starring Sid, a funny and inquisitive preschooler. Join Sid and his friends as they celebrate their excitement and curiosity about the world through discovery, activity and fun! Just like the SID THE SCIENCE KID characters on the animated television series, preschoolers can ask questions, tell jokes and sing songs with the colorful GOTTA KNOW MICROPHONE! Easy to use push-button features let you play a round of applause after you've interviewed someone, hear the sounds of laughter or silly sounds when you've told a joke and even play the SID THE SCIENCE KID series theme song when you're ready to sing along! For extra fun, push the "echo mode" button and listen to your voice echo...echo...echo... everywhere you go.

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 four Daytime Emmy Award nominations, Common Sense Media's Best series for children 4-years old, and a Parents' Choice Recommendation. Developed to inspire a lifelong curiosity and love for learning, SID THE SCIENCE KID appeals to preschoolers' natural desire 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).

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For media inquiries, please contact:

Michelle Orsi/Carol Holdsworth
Three.Sixty Marketing & Communications
310.418.6430
michelle@360-comm.com
carol@360-comm.com

Nicole Goldman/Ann Schwarz
The Jim Henson Company
323-802-1608/323-892-1667
Ngoldman@henson.com
aschwarz@henson.com



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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