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"SID THE SCIENCE KID DAY" AT CALIFORNIA SCIENCE CENTER -- FREE EVENT FOR LITTLE SCIENTISTS TO EXPLORE, INVESTIGATE AND DISCOVER

LOS ANGELES (August 23, 2010) – **SID THE SCIENCE KID™**, the award-winning PBS KIDS® television series produced by The Jim Henson Company and KCET/Los Angeles, is coming to the California Science Center on Sunday, September 26 to encourage Little Scientists of all ages to observe, explore and investigate with a hands-on visit. During this FREE event, open to the public from 11 a.m. to 3 p.m., kids and their parents will be able to watch, touch, discover and explore their world at several interactive stations throughout **Ecosystems**, the Science Center's newest exhibit gallery – featured in the new season of **SID THE SCIENCE KID™**, premiering October 4 on PBS KIDS® (check local listings).

At the interactive stations, Little Scientists will learn about different science concepts and discover the rules of ecology, helping them understand more about some of the Earth's most fascinating ecosystems and become better stewards of the environment while journaling about the day in their Sid the Science Kid Journal. They will:

- **Investigate.** In The LA Zone, Little Scientists will learn about the importance of recycling and how to sort through items and decide what can be reused.
- **Explore.** At the touch tanks located in the Rocky Shore and Central Organizer, kids will get up close and personal with some of the creatures who live along the rocky shore.
- **Compare and Contrast.** In the Curator's Lab, Little Scientists will learn how kelp is different from plants, and how brine shrimp is different from other tiny sea creatures.
- **Observe.** Guests can watch a dive show in the giant kelp tank, and ask questions about how the divers interact with the creatures in the kelp forest.
- **Predict.** At the Stream Table in the River Zone, children can see how water flows in a river and over the land, and predict where it will go next – just like Sid and his pals in one of this season's episodes!

Sid the Science Kid Day at the California Science Center

Kids and parents will also be able to catch sneak-peek screenings of “Sid’s Super Kick,” a new episode of **SID THE SCIENCE KID™** in both English and Spanish, featuring live-action segments filmed at the

California Science Center’s Big Lab. The Science Center also will host the **world premiere** of “Sid’s Fun Family Singalong,” an all-new musical show with Sid as its star. The English and Spanish screenings and the live show will take place in the Loker Conference Center. The schedule is as follows:

Theater A - Sid Live Show/English Screening:

- 11:00 – 11:10 a.m. Welcome Remarks
- 11:15 – 11:30 a.m. Sid Live Show
- 11:40 – 12:05 p.m. Screening “Sid’s Super Kick”
- 1:15 – 1:30 p.m. Sid Live Show
- 1:40 – 2:05 p.m. Screening “Sid’s Super Kick”
- 3:15 – 3:30 p.m. Sid Live Show
- 3:40 – 4:05 p.m. Screening “Sid’s Super Kick”

Theater B - Spanish Screening:

- 11:45 a.m. – 12:10 p.m. Screening “Sid’s Super Kick”
- 12:45 – 1:10 p.m. Screening “Sid’s Super Kick”
- 1:45 – 2:10 p.m. Screening “Sid’s Super Kick”
- 2:45 – 3:10 p.m. Screening “Sid’s Super Kick”

“**SID THE SCIENCE KID DAY**” gives Little Scientists the chance to experience for themselves Sid’s adventures at the California Science Center, where he and his friends traveled this season to learn about force and motion, animal habitats and how water travels. Besides “Sid’s Super Kick,” two other **SID THE SCIENCE KID™** episodes were shot at the Science Center: “Save the Stump” (filmed in the desert habitat exhibit and the kelp forest habitat exhibit in Ecosystems Desert and Kelp Forest Zone); and “Where Did the Water Go?” (filmed on the second story of the Annenberg Building in the Big Lab).

SID THE SCIENCE KID™ introduces 3- to 6-year-olds to the basics of science through the eyes of an enthusiastic, inquisitive young scientist named Sid the Science Kid, whose insatiable curiosity about the world around him leads him to all kinds of discoveries. Sid begins each episode with a new question and then embarks on a fun-filled day of finding answers.

About the California Science Center

The California Science Center is a dynamic destination where families, adults and children can explore the wonders of science through interactive exhibits, live demonstrations, innovative programs and awe-inspiring films. Its mission is as follows: “We aspire to stimulate curiosity and inspire science learning in everyone by creating fun, memorable experiences, because we value science as an indispensable tool for understanding our world, accessibility and inclusiveness, and enriching people’s lives.”

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.

For additional information about KCET productions, Web-exclusive content, programming schedules and community events, please visit www.kcet.org.

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

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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*.

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