HOLLYWOOD, CA (May 9, 2011): DINOSAUR TRAIN’s “Buddy” and SID THE SCIENCE KID’s “Sid” Get Caught Reading by the Association of American Publishers as part of its annual nationwide campaign devised to remind people of all ages how much fun it is to read. As part of the campaign, both Buddy and Sid are depicted “caught reading” in posters made available to teachers and parents for use in classrooms, libraries and other locations.

According to the Association of American Publishers, research indicates that early language experience actually stimulates a child's brain to grow and that reading to children gives them a huge advantage when they start school. To that end, the members of the association hope to encourage people of all ages to enjoy books and magazines and to share that pleasure with the young children in their lives. The “Buddy” and “Sid” posters will be available at http://www.getcaughtreading.org.

Several DINOSAUR TRAIN books are available to encourage children and their parents to Get Caught Reading in May. Among the DINOSAUR TRAIN book titles are:

The Buddy & Friends board book, from Grosset & Dunlap, join Buddy as he travels aboard the DINOSAUR TRAIN to introduce kids to some of his friends. Packed with full-color images from the show, this simple book is a perfect introduction to DINOSAUR TRAIN's many species! SRP $5.99. Ages 3–5.

A Surprise for Mom!, from Grosset & Dunlap, is a beautiful picture book that follows Buddy and his siblings as they begin to plan something special for Mrs. Pteranodon on her special day. Read along as Team Pteranodon searches high and low for the best gifts ever! SRP $3.99. Ages 3–5.

Tiny Learns to Fish, from Grosset & Dunlap. The first reader in the Dinosaur Train program follows Mr. Pteranodon as he takes the kids to the big pond to teach them how to fish. There's just one problem. Tiny can't catch a fish, and Buddy can't fly, so they team up to catch fish together! This Level 1 reader is perfect for young fans, who are starting to read on their own. SRP $3.99. Ages 3–5.

Additionally, SID THE SCIENCE KID books are available from Harper Collins, including the following:
Sid The Science Kid: Why Are My Shoes Shrinking?
Sid can't wear his favorite shoes to school anymore, now that they're too small for his feet. But why don't they fit anymore? Could it be that Sid's favorite shoes are shrinking? Sid is ready to do some investigating as he learns all about growth in this fun new story. SRP: $3.99. Ages 3+

Sid The Science Kid: Why Can't I Have Cake For Dinner?
Have you ever wondered what would happen if you ate cake all the time? Why do you need to eat a lot of different kinds of food? Read and find out all about nutrition with SID THE SCIENCE KID! SRP: $5.99. Ages 3+.

Sid The Science Kid: Why Did My Ice Pop Melt?
When Sid discovers that the ice pop he left out overnight has melted, he starts to wonder: why don't ice pops stay frozen all the time? And why does water turn into ice in the freezer? With a little help from his family, friends and teacher, SID THE SCIENCE KID is ready to investigate all about reversible change! SRP: $3.99. Ages 3+.

Get Caught Reading Month has been supported in the past by such well-known figures as former First Lady Laura Bush, Drew Carey, Clifford the Big Red Dog, Donald Duck, Patty Duke, Whoopi Goldberg, Billy Graham, Derek Jeter, Vernon Jordan, Jake Lloyd, Rosie O'Donnell, Dolly Parton, The Rugrats, Jane Seymour, Derek Jeter, Spider Man, Erik Weihenmayer, and Robin Williams, all of whom have been "caught reading" their favorite books and magazines for print ads and posters seen by millions of people across the country. In addition, more than 200 Members of Congress have been photographed "caught reading" on Capitol Hill. All of these images are available at http://www.getcaughtreading.org/

SID THE SCIENCE KID and DINOSAUR TRAIN air on PBS KIDS (check local listings for details).

About Get Caught Reading
Get Caught Reading is a nationwide campaign to remind people of all ages how much fun it is to read. May is Get Caught Reading month, but the campaign is promoted throughout the year. Get Caught Reading is supported by the Association of American Publishers (AAP).

About AAP
The Association of American Publishers is the national trade association of the US book publishing industry. AAP’s nearly 300 members include most of the major commercial publishers in the United States, as well as smaller and non-profit publishers, university presses and scholarly societies. AAP members publish hardcover and paperback books in every field, educational materials for the elementary, secondary, postsecondary, and professional markets, scholarly journals, computer software, and electronic products and services. The protection of intellectual property rights in all media, the defense of the freedom to read and the freedom to publish at home and abroad, and the promotion of reading and literacy are among the Association’s highest priorities.

About DINOSAUR TRAIN
In DINOSAUR TRAIN, young viewers join Buddy the T. rex and his adoptive family of Pteranodons on whimsical adventures through prehistoric jungles, swamps, volcanoes and oceans as they unearth basic concepts in natural science, natural history and paleontology. The Dinosaur Train is a colorful locomotive, customized to accommodate all kinds of dinosaurs, and it has the ability to visit the Triassic, Jurassic and Cretaceous worlds, while the train’s Conductor, a knowledgeable Troodon, provides passengers with fascinating facts along the way. DINOSAUR TRAIN is a Parents’ Choice Recommended TV series, and its accompanying website received a Parents’ Choice Silver Award and a prestigious 2010 Prix Jeunesse Award. PBSKIDS.org/dinosaurtrain welcomes more than 2.4 million visits each month, offering engaging content designed to continue dinosaur exploration beyond the television series, including printables, games, and a dinosaur field guide. Parents, caregivers and educators can find resources and activities to extend the series learning at PBS Parents (PBSPARENTS.org) and PBS Teachers (PBSTEACHERS.org).
DIinosaur Train created by Craig Bartlett (Hey Arnold!), is produced by The Jim Henson Company, and co-produced with Singapore animation company Sparky Animation, with the participation and assistance of the Singapore Media Development Authority. UK production and financial support is provided by Ingenious Media.

**About Sid the Science Kid**

Each episode of Sid the Science Kid focuses on a single scientific concept that is presented using Preschool Pathways to Science (PrePS©), a practical science readiness 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. The award-winning Sid the Science Kid Website (at PBSKIDS.org/sid) inspires kids to think like a scientist, with a kid-friendly video player, songs, games, activities, and materials. The site features an all new home page that changes weekly to highlight each week’s curricular themes. Accompanying lesson plans and at-home investigations can be found online at PBSTEACHERS.org and PBS_PARENTS.org. Parents and teachers can also learn more about teaching science to preschoolers as well as replicate activities from the show by visiting the parent and teacher blogs at http://www.pbs.org/parents/sid/blogs.html. Sid the Science Kid 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 realtime, 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. The Jim Henson Company is handling all ancillary use of the property including licensing, video and merchandising.

**About 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. www.henson.com; www.facebook.com/hensoncompany; www.twitter.com/hensonparents

**About Penguin Young Readers Group**

Penguin Young Readers Group is one of the leading children's book publishers in the United States. The company owns a wide range of imprints and trademarks including Dial Books, Dutton, Grosset & Dunlap, Philomel, Puffin, Speak, Firebird, G. P. Putnam’s Sons, Viking, Razorbill, and Frederick Warne. These imprints are home to such award-winning, New York Times-bestselling authors as Laurie Halse Anderson, Jay Asher, Judy Blume, Jan Brett, Eric Carle, Roald Dahl, Tomie dePaola, Sarah Dessen, John Green, Eric Hill, Anthony Horowitz, Brian Jacques, Mike Lupica, Richelle Mead, Richard Peck, Patricia Polacco, and dozens of other popular authors. Penguin Young Readers Group is also the proud publisher of perennial brand franchises such as The Little Engine That Could, the Nancy Drew and Hardy Boys series, Peter Rabbit, Spot, the Classic Winnie the Pooh, The Very Hungry Caterpillar, Strega Nona, Madeline, Mad Libs, Alex Rider, the Rangers Apprentice, Skippyjon Jones, Dinosaur Train, and Pippi Longstocking, among many others. Penguin Young Readers Group is a division of Penguin Group (USA), the U.S. member of the internationally renowned Penguin Group, one of the largest English-language trade book publishers in the world. The Penguin Group is owned by Pearson plc, the international media group.
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 launched 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
Join us on www.facebook.com/hensoncompany
and follow us at www.twitter.com/hensonparents.