



THE JIM HENSON COMPANY AND AMTRAK PARTNER ON “PAJANIMALS PACK YOUR PAJAMAS” NATIONAL SWEEPSTAKES

National Summertime Promotion Underscores Fun Family Train Travel

Hollywood, CA (July 1, 2013): Pack your pajamas and prepare for a chance to win a fun, family train trip courtesy of Amtrak and The Jim Henson Company, a leader in family entertainment for over 50 years, as part of the “**PAJANIMALS** Pack Your Pajamas Sweepstakes.” The new promotion and the Company’s ongoing partnership with Amtrak were announced today by Melissa Segal, Executive Vice President of Global Consumer Products for The Jim Henson Company.

Families can enter the “**PAJANIMALS** Pack Your Pajamas Sweepstakes” beginning July 1st and ending July 31st by logging onto www.henson.com/PJsweepstakes/ and following the sweepstakes entry directions. The “**PAJANIMALS** Pack Your Pajamas Sweepstakes” will award one Grand Prize of four round-trip coach tickets on Amtrak, a Flip video camera and a 4-piece large plush set of **PAJANIMALS from Tomy**. Five First Prize winners will receive HeysUSA Amtrak luggage and a **PAJANIMALS** Adventure Game from Briarpatch and 10 Second Prize winners will receive an Amtrak branded hoodie and the “**PAJANIMALS** Playdate” DVD from NCircle Entertainment. The sweepstakes ends July 31, 2013, just in time to take the family on an exciting vacation adventure via Amtrak.

As part of the national summer promotion, Amtrak will promote the “**PAJANIMALS** Pack Your Pajamas Sweepstakes” and entry details through counter cards and seatbacks in over 100 Amtrak stations nationwide. Amtrak will also distribute free **PAJANIMALS** themed activity booklets to young travelers and **PAJANIMALS** will be featured on placemats for use in Amtrak’s dining cars. Sweepstakes details will be posted on the websites of Amtrak and The Jim Henson Company.

“Youngsters and their parents have grown to trust **PAJANIMALS**, especially when it comes to feeling safe while discovering the fun and independence that comes with new experiences and adventures,” said Segal. “The **PAJANIMALS** sweepstakes with Amtrak is an enjoyable way to engage preschoolers and their parents while reminding everyone that taking a train trip to someplace new can be a wonderful time for family togetherness and discovery, especially sleeping on a train! Additionally, the response to our *Dinosaur Train* promotions with Amtrak over the past two summers were so exceptional, we’re all very enthusiastic about extending our partnership with Amtrak to include **PAJANIMALS**.”

PAJANIMALS currently airs daily on Sprout, the 24-hour preschool channel parents and kids share together, and on Saturday mornings on NBC Kids. The series follows the adventures of four cuddly musical puppets -- Sweet Pea Sue, Squacky, Cowbella and Apollo. These Journeys celebrate imagination and tackle typical toddler issues such as the fear of the first day of school, making new

PAJANIMALS Pack Your Pajamas Sweepstakes Page 2

friends and learning how to share. The **PAJANIMALS**, end their day of play with a relaxing return to their cozy bedroom and familiar night time routines, including bathing, brushing teeth and story time, to develop a feeling of safety and structure.

About PAJANIMALS

PAJANIMALS follows the amazing adventures of four sweet and gentle characters—Sweetpea Sue the pony, the excitable duck Squacky, the creative cow Cowbella and the optimistic puppy Apollo—who were designed and built by the world-famous Oscar® and Emmy® Award-winning Jim Henson's Creature Shop™ from original concepts by Los Angeles-based toy and clothing designer, artist Jeff Muncy. Through their imaginary journeys, these cuddly musical puppets venture out on adventures of discovery, modeling the skills preschoolers need to move through their days successfully.

Produced in Northern Ireland as a co-production between The Jim Henson Company, Sprout and Northern Ireland's Sixteen South Television, **PAJANIMALS** has obtained funding assistance from Northern Ireland Screen. The Jim Henson Company's Lisa Henson and Halle Stanford serve as Executive Producers for the series, along with co-creators Jeff Muncy and Alex Rockwell. Serving as Executive Producer for Sprout is Andrew Beecham, while Lisa O'Brien, serves as Executive in Charge of Production. Sixteen South's Colin Williams serves as producer for the series, with Michael and Patty Silversher composing the music. The Jim Henson Company is handling all ancillary use of the property including licensing, video and merchandising.

About Amtrak®

Amtrak is America's Railroad®, the nation's intercity passenger rail service and its high-speed rail operator. A record 31.2 million passengers traveled on Amtrak in FY 2012 on more than 300 daily trains – at speeds up to 150 mph (241 kph) – that connect 46 states, the District of Columbia and three Canadian Provinces. Amtrak operates intercity trains in partnership with 15 states and contracts with 13 commuter rail agencies to provide a variety of services. Enjoy the journey® at Amtrak.com or call 800-USA-RAIL for schedules, fares and more information. Join us on facebook.com/Amtrak and follow us at twitter.com/Amtrak.

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