



#### Press Contacts

Barry Smith, SWPR Group, (818) 760-7131; [bsmith@swprgroup.com](mailto:bsmith@swprgroup.com)

Julie Hendricks, Rogers Ruder Finn, (310) 552-4107; [hendricksj@rogersruderfinn.com](mailto:hendricksj@rogersruderfinn.com)

Ann Schwarz, The Jim Henson Company, (323) 802-1667; [aschwarz@henson.com](mailto:aschwarz@henson.com)

## ***SID EL NIÑO CIENTIFICO™* ADDED TO PBS SOCAL LINEUP WEEKDAYS AT 6 A.M. STARTING DECEMBER 19**

**HOLLYWOOD, Calif.** (December 14, 2011) -- The Spanish version of the Emmy®-nominated animated PBS KIDS® series SID THE SCIENCE KID™ -- SID EL NIÑO CIENTIFICO™ -- has been added to the programming lineup of Southern California's flagship PBS affiliate PBS SoCaL (KOCE), airing weekdays at 6 a.m. beginning Monday, Dec. 19.

The 30-minute animated program was added to help bilingual and Spanish-speaking preschoolers discover fresh science themes in the world around them. The Spanish version of the show will complement the English version which airs on PBS SoCaL weekdays at 11 a.m.

"Southern California has a diverse demographic and we know there are many of Sid's young Spanish speaking fans in this area. Sid El Niño Científico will be a great addition to PBS SoCaL's programming lineup," says Lisa Henson, CEO of The Jim Henson Company and executive producer on the series. "We believe PBS SoCaL, which is now PBS' primary outlet in the area, is providing a valuable service to the community by airing both versions of the series."

PBS SoCaL ([www.pbssocal.org](http://www.pbssocal.org)), formerly KOCE-TV, is Southern California's PBS station dedicated to interactively educating, entertaining, and enlightening the greater Los Angeles area. Through community outreach initiatives including PBS SoCaL Education, they provide local schools access to new media materials that engage students in 21st Century learning. PBS SoCaL is now seen in Los Angeles, Orange, Riverside, San Bernardino, Santa Barbara and Ventura Counties (check local listings), with more than five million people tuning into the station each month.

"The Jim Henson Company is dedicated to providing superior children's content, and it's a pleasure to have the opportunity to televise Sid El Niño Científico and help expose an even broader audience to our free educational and entertaining programming for kids," says Ed Miskevich, PBS SoCaL station manager.

SID THE SCIENCE KID ([PBSKIDS.org/sid](http://PBSKIDS.org/sid)) is part of a long line of successful preschool programming from The Jim Henson Company that includes the recent smash hit DINOSAUR TRAIN as well as FRAGGLE ROCK, BEAR IN THE BIG BLUE HOUSE and PAJANIMALS. 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 real-time, creating an unprecedented level of spontaneity, quality and interactivity.

-more-

SID THE SCIENCE KID, honored with five EMMY® nominations and multiple prestigious awards (most recently the CINE Golden Eagle Award), is produced by The Jim Henson Company for PBS KIDS. Lisa Henson and Halle Stanford of The Jim Henson Company, along with Bradley Zweig, serve as executive producers. The Jim Henson Company is handling all ancillary use of the property including licensing, video and merchandising.

SID THE SCIENCE KID airs on PBS KIDS with funding provided by The Boeing Company and The Corporation for Public Broadcasting. Additional funding provided by MetLife Foundation, The Rose Hills Foundation, the S.D. Bechtel, Jr. Foundation, the Johnny Carson Foundation and The Arthur Vining Davis Foundations.

**About PBS SoCaL:**

PBS SoCaL, formerly KOCE-TV, is Southern California's PBS station dedicated to interactively educating, entertaining, and enlightening the greater Los Angeles area. With its three unique broadcast channels, including PBS SoCaL HD, the OC Channel, and WORLD TV, PBS SoCaL provides award-winning programs like Frontline, NewsHour, NOVA, Nature, and Masterpiece, as well as local productions Real Orange, Inside OC With Rick Reiff, and Bookmark With Maria Hall-Brown. Through community outreach initiatives including PBS SoCaL Education, PBS SoCaL provides local schools access to new media materials that engage students in 21<sup>st</sup> Century learning. Explore the future of PBS in Southern California at [www.pbssocal.org](http://www.pbssocal.org).

**About PBS KIDS:**

[PBS KIDS](http://PBS.org), the number one educational media brand for children, offers all children the opportunity to explore new ideas and new worlds through television, online and community-based programs. For more information on specific PBS KIDS programs supporting literacy, science, math and more, visit [PBS.org/pressroom](http://PBS.org/pressroom), or follow PBS KIDS on [Twitter](https://twitter.com/PBSKIDS) and [Facebook](https://www.facebook.com/PBSKIDS).

**PHOTOS AVAILABLE UPON REQUEST OR BY VISITING [PBS PressRoom](#)**

**PHOTO CREDIT** – © 2011 The Jim Henson Company. JIM HENSON'S mark & logo, SID THE SCIENCE KID mark & logo, characters and elements are trademarks of The Jim Henson Company. All Rights Reserved.

###



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>

Join us on [www.facebook.com/hensoncompany](http://www.facebook.com/hensoncompany)

and follow us at [www.twitter.com/hensonparents](http://www.twitter.com/hensonparents).