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SEEMORE'S PLAYHOUSE

A New 13-Part Children's Series That Promotes Safe and Healthy Habits for Kids

(Hartford, CT) – The world today can often feel like a dangerous place for a child. Accidents are the number one cause of death among children aged 2 and aboveⁱ. Each year, 200,000 American children are treated in hospital emergency rooms for injuries occurring on playgroundsⁱⁱ, more than 260,000 kids are injured in motor vehicle accidentsⁱⁱⁱ, approximately 2 million preschoolers are exposed to poisons^{iv} and approximately 3 million children require emergency room treatment due to falls^v. Equally troubling are statistics on the current state of American children's health with 10% to 15% of children and adolescents overweight. But how can we teach kids the lessons they need to know to stay safe, but do it in a way that is in a fun, friendly, entertaining and never preachy? Public television has come to the rescue!

SEEMORE'S PLAYHOUSE is a new 13-part children's television series featuring a colorful world of loveable puppet characters, irresistible music and laugh-out loud fun to promote safe and healthy habits for kids. From playground safety to pool safety to good nutrition, the series covers a myriad of topics that affect today's preschoolers in their everyday life. The information conveyed on **SEEMORE'S PLAYHOUSE** helps children feel self-confident and empowered, and helps parents feel they have been given a helping hand in protecting their little ones.

SEEMORE'S PLAYHOUSE (APT Exchange; release date: Sept. 10, 2006) is co-produced by S4K Entertainment, King Features (a unit of the Hearst Corporation), and Connecticut Public Television (CPTV). It is being distributed nationally to public television stations through American Public Television (APT).

SEEMORE'S PLAYHOUSE is a place where SeeMore the Safety Seal and his friends – Basil Wombat, Lottie Lamb, Barb Porcupine, Shades Wolf, Penny Pup and Harry Hippo gather to talk, play, and learn important lessons about growing up safe and healthy. Each character displays a personality type that kids can relate to. Shades is a thrill-seeking wolf who needs a few extra lessons in safety. Lottie Lamb is shy and often needs some encouragement. Harry Hippo is a good-natured goof who tends to make mistakes, and SeeMore is the leader who steers the group utilizing safe and healthy behaviors.

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The series promotes a wide range of health and safety issues, including fire, bicycle, poison, water, and playground safety, as well as exercise, nutrition, and self-esteem. Each episode seamlessly interweaves lessons into its plot, such as a drive to the latest movie gets the gang thinking about car safety, such as wearing seat belts, and always sitting in the back seat in a car seat or booster seat. An upcoming pool party reminds SeeMore and his friends to put on sunscreen, wear a life jacket, and always stay close to an adult.

Best of all, each episode contains three upbeat, easily singable songs that reinforce the safety and health messages of the program and help children internalize the information long after the show had ended. From the conga beat of “Danger Danger Don’t Touch” to the pop ballad “Sunshine, Sunscreen” to the 50s-style doo-wop tune “Never Play with Matches,” the music displays a sophisticated palette of styles – pop, rock, reggae, blues, surf and more – that parents connect with as well as kids.

S4K Entertainment is the television production division of Safety4Kids, the world’s premiere Children’s Entertainment Company focused entirely on Children’s Safety and Wellness. The company specializes in producing quality home-based entertainment and other related products designed to help children develop safe healthy social skills and habits. The Stamford, Connecticut-based company is responsible for producing the television series, **SEEMORE’S PLAYHOUSE**, and the home video series, **THE ADVENTURES OF SEEMORE AND FRIENDS**.

King Features Syndicate, part of the Hearst Entertainment & Syndication Group, is the world’s premier distributor of comics, columns, editorial cartoons, puzzles and games to newspapers. While King Features is responsible for such iconic characters as Popeye, Betty Boop, Dennis the Menace and Beetle Bailey, **SEEMORE’S PLAYHOUSE** represents the first time King Features has ever collaborated on a series for public television.

Connecticut Public Television (CPTV) is a nationally recognized producer and presenter of quality public television programming, including *Barney & Friends*, *Bob the Builder*, *Breaking the Silence: Children’s Stories* and *Ballroom Dancing Basics*. Now in its 43rd year, CPTV remains committed to bringing the best in educational programming and services to Connecticut and the nation.

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SEEMORE'S PLAYHOUSE is distributed by American Public Television (APT). Located in Boston, APT is a major source of programming for the nation's public television stations. Known for identifying innovative programs and developing creative distribution techniques, American Public Television provides stations with program choices that enable them to strengthen and customize their schedules. It also serves as an essential distribution option for producers. More information about APT's programs and services is available on the Web at www.aptv.org.

***SEEMORE'S PLAYHOUSE** is co-produced by S4K Entertainment (a unit of Safety4Kids, LLC), King Features, and Connecticut Public Television.*

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ⁱ (National Institutes of Health, 2003)

ⁱⁱ (Frost, J.L., 1990, Playground equipment catalogs: Can they be trusted? *Texas Child Care* 3-12)

ⁱⁱⁱ (National Highway Traffic Safety Administration, 2003, Traffic Safety Facts 2002: Children, Washington, DC: National Center for Statistics and Analysis of the U.S. Dept. of Transportation)

^{iv} (National Center for Injury Prevention and Control, 2004, *Poisonings: Fact Sheet*. Atlanta, GA: Centers for Disease Control and Prevention.)

^v (American Academy of Pediatrics, 2001)