



## **PBS KIDS AND THE NATIONAL RECREATION AND PARK ASSOCIATION INSPIRE KIDS TO EXPLORE THE OUTDOORS THIS SPRING**

***On-air programming, online content, and partnership activities give families tools to experience nature and the environment***

**Arlington, VA, March 21, 2012** – This spring, [PBS KIDS](#) is partnering with the [National Recreation and Park Association](#) (NRPA), America’s largest association of state and local parks and recreation facilities, to encourage families to “Explore the Outdoors.” From March 26 through April 20, PBS will present four weeks of themed on-air programming and online content designed to inspire kids and families to get outside and discover nature. Locally, National Recreation and Park Association member parks, along with local PBS member stations, will be hosting events where kids are invited to experience the environment with fun and educational activities from PBS KIDS.

“Spring is the perfect time of the year for kids and families to venture outside and discover their environment,” said Lesli Rotenberg, Senior Vice President, Children’s Media, PBS. “Outdoor play and exploration is an essential part of every child’s life, and is one of the best ways to inspire kids to learn about the world around them.”

NRPA members across the country, along with local PBS member stations, will be hosting events with PBS KIDS Explore the Outdoors activities and materials. From nature treasure hunts to investigations of weather, wind and the local environment, families will be invited to participate in hands-on experiences that encourage kids to learn about science and nature. For more information on local events, or to pick up materials to explore the outdoors on your own, visit PBS Parents ([PBSParents.org/outdoors](#)).

“There is no better place than local parks and recreation to learn about nature and the outdoors,” said Barbara Tulipane, President and CEO of NRPA. “We must make sure we teach youth about the importance of appreciating the wonderful world outdoors which is why we are so proud to partner with PBS KIDS on this initiative.”

### **Explore the Outdoors Programming**

Leading up to Earth Day, PBS KIDS will present four weeks of “Explore the Outdoors” themed programming from popular series including [WILD KRATTS](#), [DINOSAUR TRAIN](#), [THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!](#), and [CURIOUS GEORGE](#). Premieres include new episodes from WILD KRATTS, THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!, CURIOUS GEORGE and a new Earth Day themed episode of [ARTHUR](#), airing Monday, April 16. On Friday, April 20 (the Friday before Earth Day), PBS will also present a special line-up of environmentally-themed programs to gear kids up to celebrate Earth Day. Themed weeks include:

#### **WILD KRATTS “Backyard Adventures Week” - March 26-30**

This special week features five episodes all about venturing outside to explore the wonders that are as close as your own backyard. The week concludes with the premiere of a new episode,

“Flight of the Pollinators,” on Friday, March 30, which explores the amazing delivery system of plants and their animal partners.

### **DINOSAUR TRAIN “Nature Trackers Week” - April 2-6**

This encore presentation of four “Nature Trackers” episodes of DINOSAUR TRAIN includes “Stargazing on the Night Train/Get Into Nature!,” “Shiny and Snakes/Tiny Flowers,” “Buddy Explores the Tyrannosaurs/Rainy Day Fight” and “That’s Not a Dinosaur/Tiny’s Garden.” The storylines follow Buddy, Shiny, Tiny and Don as they make their own discoveries in nature. The episodes encourage kids to get outside, get into nature and make their own discoveries.

### **THE CAT IN THE HAT KNOWS A LOT ABOUT THAT! “Nature’s Know-How Week” - April 9-13**

The Cat, Nick and Sally go on a variety of outdoor adventures this week, including journeys to Drippety Dry Desert and Splishy Splashy Pond. Two new episodes premiere: “Super Cleaner Uppers/Itty Bitty Water” on Monday, April 9, and “Amazing Eyes/Water Walkers” on Thursday, April 12.

### **CURIOUS GEORGE “Explore Your World Week” - April 16-20**

During this special week, everyone’s favorite monkey dabbles in a range of activities – from radio DJ-ing, to painting, to building a home for a squirrel. The week includes three premiere episodes – “DJ George/Curious George Paints the Desert” on Monday, April 16, “No Knowing Gnocchi/Here Comes the Tide” on Wednesday, April 18, and a special Earth Day episode, “Junky Monkey/Jumpy Warms Up,” on Friday, April 20.

Select episodic images and screeners are available on [PBS PressRoom](#).

### **Online and Mobile Resources for Families**

PBS KIDS is increasingly serving children wherever they live, learn, and play – online, on mobile devices, on TV, and in the classroom. Kids can continue their environmental exploration online at [PBSKIDS.org/outdoors](#) to find environmental and outdoor themed games, activities and videos and on mobile through the [PBS KIDS Video App](#) for iPad, iPhone and iPod touch.

[PBS Parents](#) will provide resources for parents to explore the outdoors with their own families on [PBSParents.org/outdoors](#). The site will provide activities from the on-air episodes, listings for PBS KIDS Day in the Park events, and ideas and resources that families can use to explore the outdoors any time.

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### **About PBS KIDS**

[PBS KIDS](#), the number one educational media brand for kids, 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](#). Follow PBS KIDS on [Twitter](#) and [Facebook](#).

### **About National Recreation and Park Association**

The National Recreation and Park Association is a national not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance quality of life for all people. Through its network of 20,000 recreation and park professionals and citizens, NRPA encourages the promotion of healthy lifestyles, recreation initiatives, and conservation of natural and cultural

resources. For more information, visit [www.NRPA.org](http://www.NRPA.org). For digital access to NRPA's flagship publication, *Parks & Recreation*, visit [www.parksandrecreation.org](http://www.parksandrecreation.org).

**Contacts:**

Melissa Mills, PBS; 703.739.8134; [mkmills@pbs.org](mailto:mkmills@pbs.org)

Caitlin Melnick, 360 Public Relations; 617.585.5775; [cmelnick@360publicrelations.com](mailto:cmelnick@360publicrelations.com)

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