



**FOR IMMEDIATE RELEASE**

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**SEEMORE'S PLAYHOUSE™ WINS TWO EMMY® AWARDS**

**--SeeMore's Playhouse Wins Emmy® Awards Both for Outstanding Children's Program and Outstanding Informational/Instructional Program --**

(May 15, 2007) The envelope please! *SeeMore's Playhouse*™ was recognized with two Emmy® awards from the National Television Academy Boston/New England Chapter for Outstanding Children's Program and Outstanding Informational/Instructional Program. Award winners were announced at the 2007 Boston/New England National Television Academy Emmy Awards ceremony on Saturday, May 12 in Boston, Massachusetts. This year's awards received more than 700 entries from more than 40 networks in their region. Not since 2001 has the Academy seen this number of entries with several networks and shows receiving multiple awards for outstanding programming throughout the year.

"We are thrilled to have won these two prestigious awards and to be honored alongside this year's best television programming. We're more committed than ever to educate children and parents about children's safety through the lessons taught by 'SeeMore' and his friends," said Safety4Kids® president, Tom Blair.

*SeeMore's Playhouse* is the first-of-its-kind television series designed to entertain pre-school children while teaching them the vital basics of safety and healthy living. Starring "SeeMore The Safety Seal™" and featuring puppets and animation, the show has also garnered the International Aurora Awards' "Gold Award for Children/Youth" for outstanding production in a children's series. *SeeMore's Playhouse* is presented by King Features Syndicate and Safety4Kids®.

The second season of *SeeMore's Playhouse* makes its debut this September just in time for back to school. Exciting additions to season two include partnerships with national organizations such as the American Red Cross and Major League Soccer. SeeMore is also welcoming some of Hollywood's hottest stars, including Kevin Bacon, Wendie Maleck and Heather Graham who visit the Playhouse to tell jokes and share a laugh. *SeeMore's Playhouse* stars "SeeMore the Safety Seal" and his friends Basil Wombat, Shades The Wolf, Lottie Lamb, Penny Pup and Harry Hippo, who team up to make safety fun!

**About Safety4Kids® (S4K®)**

Safety4Kids is recognized as the first children's media brand focused solely on safety and health. S4K has sold over 2 million home videos featuring "SeeMore The Safety Seal" and currently produces *SeeMore's Playhouse* which is distributed by American Public Television (APT). With corporate partnerships such as Major League Soccer, Safety4Kids ensures that SeeMore and his friends will be recognizable icons, helping children all over the world to make safer choices.

**About King Features Syndicate**

King Features Syndicate is a member of Hearst Entertainment and Syndication Group, which combines The Hearst Corporation's cable network partnerships, television programming activities, and newspaper syndication and merchandise licensing operations. King Features is the world's premier distributor of comics, columns, editorial cartoons, puzzles and games, distributing in print and online some 150 features to nearly 5,000 newspapers around the globe. It is one of the largest and most experienced organizations in merchandise licensing and entertainment. Among its most beloved and successful classic characters are "Popeye," "Betty Boop," "Blondie," "Dennis the Menace" and "Flash Gordon." In recent years, the company has diversified and now represents properties such as the trend apparel and accessory brands, "David & Goliath"; the publicly displayed, life-sized art sculptures "GuitarMania" and "The Trail of Painted Ponies"; the conscientious-living brand, "Mutts"; and "SeeMore's Playhouse," the multi-Emmy® Award-winning children's safety and wellness series for public television. To learn more, visit [www.kingfeatures.com](http://www.kingfeatures.com).

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