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**MAJOR LEAGUE SOCCER TEAMS UP WITH *SEEMORE'S PLAYHOUSE*™ FOR A NATIONWIDE SUMMER "SAFETY TOUR"**

-- The Star of the popular children's program *SeeMore's Playhouse*, "SeeMore the Safety Seal™," will visit Every Major League Soccer Stadium Across the Country to talk to Kids and Parents about Safety --

-- Emmy® award-winning *SeeMore's Playhouse*, Co-Produced by Safety4Kids® and King Features Syndicate airs on Public Television nationwide --

Major League Soccer, through MLS W.O.R.K.S., the league's community outreach initiative, has joined forces with *SeeMore's Playhouse* this summer to bring the "Safety Tour" to a stadium near you. "SeeMore the Safety Seal," the popular character from the Emmy® award-winning children's television series *SeeMore's Playhouse*, will be visiting every stadium in the country alongside his pal "Harry Hippo™" in a life-size version of his playhouse, including a special stop at the All-Star Game in Denver, Colorado on July 19th. The characters will provide fun, insightful safety tips from *Parenting* magazine in addition to sun-safety guidelines from the American Academy of Dermatology, and give kids the opportunity to sign up to become a "SeeMore Safety Scout™" granting them exclusive access to online safety games and downloads on [www.SeeMoresPlayhouse.com](http://www.SeeMoresPlayhouse.com).

July 4th marked the kick-off to the tour in Kansas City, and the life-size playhouse will travel onto cities including Houston, New York, Chicago and Los Angeles. Visitors to the playhouse will receive goodie bags and have the chance to get their picture taken with the stars of the show, "SeeMore the Safety Seal" and "Harry Hippo." For a complete list of dates and cities where you can meet SeeMore, please log on to [www.SeeMoresPlayhouse.com](http://www.SeeMoresPlayhouse.com).

"We are extremely excited to travel across the country so SeeMore can jump off of the screen and meet all his fans in person," says Safety4Kids President, Tom Blair. "Safety4Kids is dedicated to helping children make choices that keep them healthy and safe, all the while having a laugh-out-loud good time. Teaming up with Major League Soccer is a rewarding partnership for us, as we are now able to educate more children about safety while they enjoy one of their favorite pastimes."

"As soccer's popularity rapidly rises, the "Safety Tour" is an exceptional way to provide young fans and their families with important sun-safety tips. MLS W.O.R.K.S. is proud to be supporting such an important initiative," said JoAnn Neale, Executive Vice President of Major League Soccer.

MLS W.O.R.K.S. is Major League Soccer's first league-wide community outreach initiative dedicated to addressing important social issues affecting young people. MLS W.O.R.K.S. serves as a platform for both league and team philanthropic programs. Specific areas of focus include health and wellness, education, respect, fair play, leadership, human rights and diversity with an emphasis on programs and initiatives directed at school-aged children.

*SeeMore's Playhouse* is a multi-Emmy® award-winning, first-of-its-kind preschool national public television series featuring original music which entertains preschool children while teaching them the vital basics of safety and healthy living. "SeeMore the Safety Seal" and his friends are all destined to become beloved icons. Stay tuned in this fall when the all-new and exciting Season Two debuts.

**ABOUT SAFETY4KIDS® (S4K®)**

Safety4Kids is recognized as the first children's media brand focused solely on safety and wellness. S4K has sold over 2 million home videos featuring "SeeMore The Safety Seal" and produces the multi-Emmy® award-winning public television show *SeeMore's Playhouse*, which is distributed by American Public Television. With world-class corporate and alliance partnerships, Safety4Kids is providing children all over the world with the knowledge to make safety a part of their every day lives. For more information, please visit [www.Safety4Kids.com](http://www.Safety4Kids.com).

**ABOUT MAJOR LEAGUE SOCCER**

Headquartered in New York City, Major League Soccer is the top-flight professional soccer league in the United States and features many stars from the U.S. and around the world. The League's 12th season kicked off April 7, 2007. The 13 teams in MLS are: the Chicago Fire, Colorado Rapids, Chivas USA, Columbus Crew, D.C. United, FC Dallas, Houston Dynamo, Kansas City Wizards, Los Angeles Galaxy, Red Bull New York, New

