



The American Red Cross Partners with Safety4Kids for Two SeeMore's Playhouse Episodes

Emmy(r) Award-winning Children's Television Series On DVD January 15 - SeeMore's Playhouse, Co-Produced by Safety4Kids and King Features Syndicate, Airs Nationally on Public Television

Media Advisory

STAMFORD, Conn./EWorldWire/Jan. 15, 2008 --- The American Red Cross and Safety4Kids have joined forces to release this groundbreaking DVD in children's programming. Safety4Kids and King Features Syndicate, a Unit of Hearst Corporation, produces this first-of-its-kind preschool television series, SeeMore's Playhouse. The home video series-DVD launch reinforces the goals of this revolutionary alliance between the American Red Cross and Safety4Kids to continually educate children on the importance of safety, through on and off air initiatives. The first of four home videos slated for release in 2008 will feature two laugh-out-loud episodes, "I'm Bigger Than You" and "Sweet and Sour," that entertain and educate children through fun lessons about fire safety and dental health - important and timely concerns on the minds of parents today.

SeeMore's Playhouse is a first-of-its-kind television series designed to entertain preschool children while teaching them the vital basics of safety through puppetry, animation, live action and original music. SeeMore's Playhouse stars SeeMore the Safety Seal and his friends Harry Hippo, Shades Wolf, Lottie Lamb, Penny Pup and Basil Wombat - all colorful characters destined to become trusted icons of safety and wellness. The series also features a new segment called, "Knock-Knock! Joke Time," featuring cameo appearances by stars including Red Cross Celebrity Cabinet Member Bradley Whitford, Kevin Bacon, Heather Graham, Tim Daly, Camryn Manheim, Fran Drescher, Gilbert Gottfried and Jill Scott. The sophomore season just kicked off its first of 26 brand new, fun-filled episodes airing on public television in over 60 million homes in the U.S. and airing on Fox's National Geographic Kids, which reaches 48 countries in Latin America and Brazil (<http://www.natgeoyyo.tv/la/>). Check local listings, or visit '<http://www.SeeMoresPlayhouse.com>' for more information, fun and games.

"SeeMore's Playhouse is a wonderful platform to talk to children about safety and preparedness," said Darlene Sparks Washington, director of preparedness at the American Red Cross. "By keeping it entertaining and fun, we help children learn about lifesaving information in an environment that appeals to them specifically. We are so grateful to Safety4Kids for providing us with this amazing public education opportunity and for supporting the work of the Red Cross."

"To be effective, we must teach children in a way that is entertaining and easy to understand, while inspiring them to make safer and healthier choices in their everyday lives," said Tom Blair, president of Safety4Kids. "Together with the Red Cross we can help facilitate this vital health and safety education for caregivers and children everywhere."

SeeMore's Playhouse Fire Safety DVD will be available for the suggested retail price of \$12.98.

DVD SPECIAL FEATURES

The SeeMore's Playhouse DVD will also feature fun and catchy music videos to sing along with, including:

- . "Danger, Danger, Don't Touch!" covering household safety
- . "Buckle Up," explaining the importance of auto safety

- . "Safe Walkers" which highlights the importance of crossing the street safely
- . "Sunshine Sunscreen" which teaches kids how to stay safe in the sun.

The DVD will also include informative safety tips from Parenting magazine regarding the proper ways for parents to childproof their homes.

Safety4Kids will donate five percent of the purchase price of this product to the American Red Cross.

SYNOPSIS

Video #1: "I'm Bigger Than You": SeeMore teaches the playhouse gang the importance of fire safety in this fun-filled episode. Kids will love the music jokes and laugh out-loud fun, as they learn how the playhouse gang works together to plan and prepare in the event of a fire.

Video #2: "Sweet and Sour": Lottie Lamb loves candy and has a big sweet tooth, but she hasn't been very good about taking care of her teeth. The whole playhouse gang takes a trip inside her mouth to learn about proper dental care and meet some zany characters along the way.

To view a clip reel, visit '<http://www.SeeMoresPlayhouse.com>'.

SeeMore's Playhouse DVD

Street Date: January 15, 2008

Price: \$12.98 U.S.

Catalog Number: 7802

U.S. Rating: NR

Total Run-Time: 60 Minutes

Closed Captioned: YES

Distributor: Monarch Video - Division of Ingram Entertainment, Inc.

ABOUT SAFETY4KIDS (S4K)

Safety4Kids is recognized as the first children's media brand focused solely on safety and wellness. S4K has sold over two million home videos featuring, "SeeMore The Safety Seal," and produces the multi-Emmy(r) award-

winning public television show SeeMore's Playhouse, which is distributed by American Public Television and presented by Oregon Public Broadcasting. With world-class corporate and alliance partnerships, Safety4Kids is providing children all over the world with the knowledge to make safety a key part of their every day lives. For more information, visit '<http://www.Safety4Kids.com>'.

ABOUT THE AMERICAN RED CROSS

The American Red Cross helps people prevent, prepare for and respond to emergencies. Last year, almost a million volunteers and 35,000 employees helped victims of almost 75,000 disasters taught lifesaving skills to millions and helped U.S. service members separated from their families stay connected. Almost four million people gave blood through the Red Cross, the largest supplier of blood and blood products in the United States. The American Red Cross is part of the International Red Cross and Red Crescent Movement. An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs. The Red Cross is not a government agency - it relies on donations of time, money and blood to do its work.

ABOUT KING FEATURES

King Features Syndicate is a member of Hearst Entertainment and Syndication Group, which combines 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(R) Award-winning children's safety and wellness series for public television. To learn more, visit '<http://www.kingfeatures.com>'.

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KEYWORDS: seemore, seemoresplayhouse, seemore's playhouse, seemores playhouse, Safety, Kids, Children, Bicycle, Fire, Pool, Poison, Car, Seatbelt, Electrical, Health, Wellness, Exercise, Self Esteem, Education, Public Television, PBS, Preschool, SeeMores Playhouse, Red Cross, Safety4Kids, Fire Safety, Dental Health, SeeMore's Playhouse Fire Safety, dental hygiene, children, safety, prevention, smoke, smoke alarm, fire escape plan, pediatric dentistry, parenting magazine, king features syndicate, oregon public broadcasting, opb, apt, american public television

SOURCE: Safety4Kids, LLC