



THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!
DEBUTS ON PBS KIDS® THIS LABOR DAY

***Actor Martin Short is the Cat in First-Ever Seuss-Inspired
Animated TV and Web Series***

NEW YORK (March 25, 2010) – PBS KIDS and Random House join to support science learning for preschoolers nationwide with the premiere of **THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!** on Monday, September 6.

Voiced by award-winning actor Martin Short, Dr. Seuss's The Cat in the Hat guides friends Sally and Nick – with a little help from the Fish, Thing 1 and Thing 2 – on fun-filled adventures where they make natural-science discoveries, from how bees make honey to why owls sleep during the day.

Filled with both adventure and silliness, **THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!**, based on the acclaimed The Cat in the Hat's Learning Library book series, will appeal to preschoolers' natural curiosity, and engage them in the process of scientific exploration and discovery.

"In the same way the original *The Cat in the Hat* book has introduced generations of children to the joys of reading, 'The Cat in the Hat Knows A Lot About That!' will encourage children to explore the wonders of science and nature," says Kate Klimo, Dr. Seuss's Random House publisher and Executive Director of Development for Random House Children's Entertainment. "Dr. Seuss was so passionate about science, nature and the survival of the planet, he surely would have loved that the science-based book series he conceived is being brought to television in such grand fashion."

"Kids' favorite Dr. Seuss characters come to life on screen in this zany adventure that will spark a love of learning and an interest in science," said Lesli Rotenberg, Senior Vice President of Children's Media, PBS. "We are on a mission to cultivate positive views about science and scientists among the next generation -- the American children who will become tomorrow's innovators."

THE CAT IN THE HAT KNOWS A LOT ABOUT THAT! was created in response to recent findings that children graduating from kindergarten are less prepared to learn about science than about other subjects. The series supports young children’s science learning by introducing scientific inquiry skills, teaching core science concepts and vocabulary, and preparing preschoolers for kindergarten and first grade science curriculum — all in whimsical style.

A team of science and early childhood experts developed the curriculum for the first season’s 40 episodes, each of which begins with a question posed by Sally or Nick. Although the Cat knows a lot of things, his insatiable curiosity to learn more about the world leads to adventures with Sally and Nick in his one-of-a-kind *Thinga-ma-jigger*, a marvelously Seuss-ian contraption that sprouts wings, pontoons, booster rockets, skis, and just about anything else needed to find the answer. The inquisitive gang travels to the bottom of the sea to observe giant sea worms, zips to the rain forest to visit animals living in Kapok trees, and shrinks to bee-size to visit a hive and learn how honey is made. Guided by the Cat, the kids figure things out by observing, collecting and managing clues, making connections, constructing and evaluating theories, and having discussions -- all in a preschool-appropriate manner.

Produced by Random House Children’s Entertainment in association with Dr. Seuss Enterprises, and developed for television by Portfolio Entertainment Inc. and Collingwood O’Hare Productions, the show is based on Random House’s bestselling Beginner Book collection, “The Cat in the Hat’s Learning Library.”

To supplement the TV series’ lessons, an activity-filled website will encourage kids to participate in character-driven exploration of science concepts on PBSKIDS.org. Additional parent and teacher resources will also be available on PBS Parents (PBSPARENTS.org) and PBS Teachers (PBSTEACHERS.org) sites. These sites will feature resources, tools, and ideas, including example questions parents can use to help engage children as they explore the ideas sparked by the series.

Random House Children’s Books has announced a full line of TV series tie-in books. Random House Children’s Entertainment will oversee a limited range of licensing and merchandising. NCircle Entertainment will distribute a full line of DVDs in the United States and Canada.

San Francisco public television station KQED-TV is the national presenting station for **THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!** Treehouse, the number one children’s broadcaster in Canada, will premiere the show in Canada concurrently with PBS KIDS.

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ABOUT RANDOM HOUSE CHILDREN’S ENTERTAINMENT, LLC

Random House Children’s Entertainment, a division of Random House Children’s Books, is dedicated to expanding the reach of children’s stories beyond books to a variety of traditional and new media platforms. Drawing from the rich and varied library of books published by Random House, the company’s mission is to create and produce

quality projects for young people that will educate, enlighten, and entertain. Random House Children's Books is the world's largest English-language children's trade book publisher. Creating books for toddlers through young adult readers, in all formats from board books to activity books to picture books and novels, the imprints of Random House Children's Books bring together award-winning authors and illustrators, world-famous franchise characters, and multimillion-copy series. *Random House is also the longtime home of the beloved and bestselling Dr. Seuss books which continue to make learning to read fun for millions of children everywhere.* Random House Children's Books is a division of Random House, Inc., whose parent company is Bertelsmann AG, a leading international media company.

ABOUT DR. SEUSS ENTERPRISES, L.P.

The primary focus of the Dr. Seuss Enterprises, L.P. is to protect the integrity of the Dr. Seuss books while expanding beyond books into ancillary areas. This effort is a strategic part of the overall mission to nurture and safeguard the relationship consumers have with Dr. Seuss characters. Theodor Seuss Geisel (Dr. Seuss) said he never wanted to license his characters to anyone who would "round out the edges." That is one of the guiding philosophies of Dr. Seuss Enterprises. Audrey S. Geisel, the widow of Dr. Seuss, heads Dr. Seuss Enterprises as President.

ABOUT PBS KIDS and PBS KIDS GO!

PBS KIDS, for preschoolers, and PBS KIDS GO!, for early elementary school kids, inspire and nurture curiosity and a love of learning in children. PBS offers all children—from every walk of life—opportunities for exploration and discovery through content on television, mobile devices, new media, the web and community programs. Empowering children for success in school and in life, only PBS KIDS and PBS KIDS GO! have earned the unanimous endorsement of parents, children, industry leaders and teachers. PBS, with its nearly 360 member stations, serves more than 110 million people on TV and nearly 19 million people online each month.

ABOUT KQED

KQED Public Television 9 and its five digital channels comprise one of the nation's most-watched public television stations during primetime with more than 1.5 million households viewing per month. Since first going on the air in 1954, KQED has been an integral part of the Bay Area's media and cultural landscape. The station produces its own unique local and national programs and collaborates with filmmakers and documentary producers. Its local weekly series, all offered in high definition, include *QUEST* (science, nature, environment), *Spark* (arts), *Check, Please! Bay Area* (food), and *This Week in Northern California* (public affairs) and *Truly CA*, a curated series of documentaries about the Golden State.

ABOUT PORTFOLIO ENTERTAINMENT, INC.

Founded in 1991, Toronto-based Portfolio Entertainment is one of Canada's leading independent producers and distributors of award-winning television programs for kids, tweens, teens and adults. Founders Lisa Olfman and Joy Rosen's commitment to creative excellence, solid domestic and international relationships and have propelled

their programs onto the world's most prestigious television networks. The partners have won numerous television industry awards internationally including the Canadian Women Entrepreneurs award they consistently rank in Profit Magazine's Top 100 Female Business Owners List. Portfolio's newest projects include: *The Lumber Jacks*, an animated comedy where a single dad moves his two kids from the inner city to the Yukon to pursue his dream of being a lumber jack; *HOOD*, the animated adventure/comedy about a secret society of hoodie-clad super teens; and *Chinatown Cops*, the primetime animated comedy about two self-proclaimed super-cops who dish out their own brand of ginseng-justice on a nightly basis. Portfolio's completed projects such as the animated tween comedy *Carl²* which follows the day-to-day antics of a teenage slacker and his too perfect DNA double, and *RoboRoach*, a series that elevates a lowly cockroach to super hero status, air globally. Portfolio Entertainment's distribution division has an ambitious, eclectic catalogue of over 2000 episodes of programming as well as access to some of the world's most established broadcasters and emerging new players. Portfolio Entertainment is located on the Web at www.portfolioentertainment.com

ABOUT COLLINGWOOD O'HARE PRODUCTIONS

Collingwood O'Hare Productions was established in 1988 by Tony Collingwood (Writer/Director) and Christopher O'Hare (MD/Producer). The company has earned a prestigious international reputation as a creator and producer of award-winning, high-quality animated series, specials and television features. In 2001, 2002 and 2004 Collingwood O'Hare won BAFTA Awards for Best Pre-School Animation for *Animal Stories*, *Eddy & The Bear* and *Yoko! Jakamoko! Toto!* Their most recent series for 7-12yr olds, *The Secret Show*, was a double BAFTA winner in 2007, scooping Best Animation and Best Interactive awards. COP's other production credits include their multi-award winning debut film *Rarg*, Emmy nominated *Dr. Seuss' Daisy-Head Mayzie*, BAFTA nominated series *Dennis & Gnasher from The Beano* and *Harry & His Bucket Full of Dinosaurs*; plus *The Magic Key*, *Oscar's Orchestra*, *Pond Life*, *The King's Beard* and *Gordon the Garden Gnome*.

MEDIA CONTACTS:

*For review screeners of **THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!** or other information, contact:*

John Michael Kennedy, Goodman Media International (for Random House)
212-576-2700 x 243 / jmkennedy@goodmanmedia.com

Jake Landis, PBS KIDS
703.739.5788 / jwlandis@pbs.org

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