

National Geographic Kids Entertainment Partners With Local Zoos For Second Annual World Animal Day Promotion

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WASHINGTON — Following a successful debut in 2008, National Geographic Kids [Entertainment](#) (NGKE) has partnered with five U.S. and Canadian zoos for the second North American World Animal Day promotion to introduce kids to the natural world, utilizing animal content from National Geographic Kids magazine and popular characters from two of NGKE's animated preschool properties, "Mama Mirabelle's Home Movies" and "Toot & Puddle" Fairmont Hotels & Resorts, Movies for Mommies/Toons for Toddlers, Zoo Pals and Sandy Lion Stickers are marketing partners for this year's events.

The promotion, geared toward children ages 2-12 and their caregivers, will take place throughout October and will be directed toward World Animal Day on Sunday, Oct. 4. Three of the five zoo events will lead off with a hands-on workshop with National Geographic photographers, who will introduce the children to photography and send them "on assignment" to observe animals at the zoo. All five zoo events will include enrichment activities with the zoo animals and their keepers. Kids will be encouraged to visit the craft zone to make masks and other take-home projects, sit in on book readings and watch special screenings of "Mama Mirabelle's Home Movies" and "Toot & Puddle" The events will conclude with a parade and cupcake ceremony celebrating all of the zoo animal friends.

"We're excited to be back in the zoos this fall to celebrate our second annual World Animal Day promotion" said Darren Metzger, director, franchise marketing, NGKE. "It's the perfect partnership, as it fulfills our goal at National Geographic to excite kids to explore their world,

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while zoos can take advantage of the great National Geographic Kids Entertainment properties to promote their education and [conservation](#) efforts to their local communities. It's entertaining and educational and it encourages children to take a proactive role in caring for their world"

The scheduled events are:

- Oct. 3: Roger Williams Park Zoo (Providence, R.I.), with photographer Darlyne Murawski
- Oct. 3: Valley Zoo (Edmonton, Alberta), with photographer Ian Nichols
- Oct. 3-4: Calgary Zoo
- Oct 4 Toronto Zoo, with photographer Ian Nichols
- Oct. 25-26: Phoenix Zoo

"Mama Mirabelle's Home Movies" currently airs in the United States on PBS Kids! and in Canada on TVO, TFO and Knowledge [Network](#). "Toot & Puddle" airs in the United States on Nick Jr. (formerly Noggin) and in Canada on TVO and TFO.

"Mama Mirabelle's Home Movies" stars Vanessa Williams ("Ugly Betty") as the voice of Mama Mirabelle. The weekly half-hour show introduces preschoolers to the animal kingdom through stunning wildlife footage from the National Geographic archive and helps kids learn about themselves and the world around them. Visit www.mamamirabelle.com for interactive games, videos, coloring pages and postcards. Episodes from season one are now available on DVD at stores where videos are sold and on iTunes. Series companion books are available online and at area bookstores. A new line of plush, figurines and puzzles are now available for the holiday season and available at www.shop.nationalgeographic.com.

"Toot & Puddle" encourages exploration and adventure, both at home and afar, by piquing kids' natural curiosity about the world around them. Based on the best-selling book series by author Holly Hobbie, "Toot & Puddle" is the heart-warming story of two best friends from Pocket Hollow, who find adventure wherever they go. Series companion books are available online and at area bookstores. For more about "Toot & Puddle" visit www.tootandpuddle.com.

NGKE is an independent production and U.S. distribution entity of National Geographic Ventures. Established in 2003, NGKE brings the renowned National Geographic brand to children's entertainment through the development, production and distribution of quality animated and live-action, entertainment-driven programming that excites kids to explore their world. NGKE will work with all major broadcast outlets in the United States and abroad. For more information about National Geographic, visit www.nationalgeographic.com.

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