



**PBS
45 & 49**

Northeastern
Educational Television of
Ohio, Inc.

**1750 Campus
Center Drive**

P. O. Box 5191

Kent, Ohio

44240-5191

Phone
330.677.4549

Fax
330.678.0688

E-mail
questions@wneo.org

Web Site
www.pbs4549.org

press release

Contact: Diane Steinert
steinert@wneo.org
330-677-4549

FOR IMMEDIATE RELEASE

Young Viewers Will Profit From Tuning in to Biz Kids on PBS 45 & 49

New TV series teaches children about money and entrepreneurship

KENT, Ohio — Jan. 18, 2008 — From the creators of the Emmy award-winning series **Bill Nye the Science Guy** comes a fun, fast-paced new series that teaches children how to manage their own money. Produced in high definition by Biz Kids LLP, **Biz Kids** will air on Sundays at 8:30 a.m. beginning Feb. 3 on PBS 45 & 49.

The broadcast of **Biz Kids** on PBS 45 & 49 is being underwritten locally by the Associated School Employees Credit Union, Community One Credit Union and the Towpath Credit Union.

Geared toward children ages 6 to 12, every episode of the half-hour weekly series introduces several young entrepreneurs and philanthropists who share their success stories. From a skateboard designer to a candy store owner, they are children who young viewers can relate to and be inspired by.

At a time when only 10 percent of youth in America are graduating from high school with any kind of instruction in personal finance, **Biz Kids** helps children understand the importance of saving and starting good financial habits early on. In fact, of the many young people who now drop out of college, more than half leave because of bankruptcy — not bad grades.

“This series wants children to be successful in life,” said Don Freeman, PBS 45 & 49 chief operating officer. “Watching **Biz Kids** will show them how to handle their money, how to make smart decisions and how to grow into successful adults. I truly believe the series will be a hit with parents and with our young viewers, too.”

With a clear mission to educate young people about finances and help reverse this trend, the producers worked in partnership with JA Worldwide (Junior Achievement) to create a strong curriculum for the series. The show teaches the fundamentals of saving, budgeting, investing and giving back to the community, and it does so through

clever skits and educational segments. Spoofs on old TV shows and comedy sketches performed by a humorous cast of characters make the series a hit with both kids and parents alike. A cheesy lounge singer named the King of Ka-Ching and a world traveler named Francine Fairtrade are two of the characters who add to the fun.

Each episode of the show is supported with companion materials developed by JA Worldwide to be used in classrooms and homes nationwide. These materials and other resources for teachers and parents are available at no cost on the show's Web site, www.bizkids.com. The site also features clips from the series and invites children to apply to be on the show.

Web site visitors can sign up for the show's monthly newsletter, The Vault, which offers ideas on how children can start their own businesses, plus hints on earning money and tips on making money grow.

Promotional support for **Biz Kids** is provided locally by Junior Achievement of Akron Area, Junior Achievement of East Central Ohio and Junior Achievement of Mahoning Valley.

About PBS 45 & 49

PBS 45 & 49 is owned and operated by Northeastern Educational Television of Ohio, Inc., a private, nonprofit corporation. A trusted community resource, PBS 45 & 49 uses the power of noncommercial television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire. For more information about PBS 45 & 49, visit www.pbs4549.org or call 1-800-854-4549.

About Biz Kids LLP

The talented **Biz Kids** team is best known for creating and producing **Bill Nye the Science Guy**. The series received multiple awards, 26 national Emmys (including two for Outstanding Children's Television Series), and in 1999 received the National Science Board Public Service Award, among others. Over the past decade, the producers have also created over 275 episodes for PBS in the areas of how-to and natural history.

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