

fact sheet



www.bizkids.com

Title:	Biz Kid\$
Target:	Ages 6-12 and beyond (high school teachers use the series too!)
Length:	Season One – 26 episodes Season Two – 13 episodes Season Three – 5 episodes Season Four – 8 episodes
Format:	Standard Definition (SD) Letterbox, High Definition (HD) Closed Captioned
Distributor:	American Public Television Exchange
Producer:	Biz Kid\$ LLP in association with WXXI Rochester
Rights:	Unlimited U.S. analog and digital broadcasts for four (4) years from December 28, 2008, through December 27, 2012. Teachers have unlimited record and playback rights during that time.
Web site:	www.bizkids.com

Description

Biz Kid\$ is a national financial education initiative based on an Emmy Award-winning public television series about kids, money, and business. The series includes 65 episodes and reaches over million viewers per episode.

Using a clever blend of entertainment and education, each **Biz Kid\$** episode shows kids how to make and manage money by introducing concepts of financial literacy and entrepreneurship. To keep young viewers engaged, the series includes a fast-paced mix of direct education delivered by young actors, sketch comedies, animation, and stories featuring real life young entrepreneurs. The show is complemented by a resource rich website, lesson plans, outreach activities, and a monthly electronic newsletter.

Biz Kid\$, LLP - Production Company

Executive Producers — Jamie Hammond, Jim McKenna, Erren Gottlieb, Jeannine Glista
The talented **Biz Kid\$** team is best known for creating and producing Bill Nye the Science Guy. That series received numerous awards, including 26 national Emmys (two for Outstanding Children's Television Series) and the 1999 National Science Board Public Service Award, among others. Over the past decade, the producers have also created more than 275 episodes for PBS in the areas of How-To and Natural History. The team's experience includes working with Danny Thomas, Bob Hope, David Letterman, Willie Nelson, Gary Coleman, and many others, as well as on projects for NBC, CBS, ABC, The Food Network, General Electric, General Motors, Microsoft, National Geographic, and President Bill Clinton. Other honors for various projects include two Gold Medals from the New York Festivals, the first Annenberg Foundation Award, two Monitor Awards, and two Environmental Media Awards.

WXXI Rochester, NY - Presenting Station & Co-Producer

WXXI Public Broadcasting is an award-winning family of broadcast services dedicated to serving the lifelong educational needs of its viewers. Through innovation, outreach, community partnerships, and diversity of programming, WXXI uses the power of broadcasting to educate and enrich the lives of people in Rochester and beyond. Among WXXI's recent national public television productions are: The Rochester International Jazz Festival, and Second Opinion. WXXI produces Homework Hotline, which airs on public television stations across New York State, and Assignment: The World, the nation's longest-running instructional television program airing on approximately 100 stations. WXXI operates multiple television and radio stations, along with Reachout Radio for those with visual impairments. For more information about WXXI's programs, visit www.wxxi.org.

American Public Television (APT) - Distributor

With more than 10,000 hours of programming in its library, American Public Television (APT) has been a prime source of programming for the nation's 356 public television stations, distributing more than 300 new program titles per year. APT milestones include distribution of the first HD series on public television and the 2006 launch of Create™ — the TV channel featuring the best of public television's lifestyle programming. Known for its leadership in identifying innovative, worthwhile, and viewer-friendly programming, APT has established a tradition of providing public television stations with program choices that strengthen and customize their schedules. Programs like **Biz Kid\$** and other children's series join a variety of prominent documentaries, dramatic series, how-to programs, and classic movies in APT's inventory. For more information about APT's programs and services, visit www.APTonline.org.

America's Credit Unions - Underwriter

Biz Kid\$ has been exclusively underwritten by a coalition of America's Credit Unions, led by the National Credit Union Foundation and the Washington Credit Union Foundation. To date, this coalition of credit unions, foundations, leagues, system affiliates and service providers has contributed millions of dollars to **Biz Kid\$**. As a result, **Biz Kid\$** now reaches an estimated 271 million people across the US, Canada, and the UK. **Biz Kid\$** is the first national television series ever sponsored by credit unions, which have a rich tradition of supporting financial education in America for over 100 years. The TV series, together with the teaching curriculum materials, fulfills a key part the credit unions' mission: to bring financial education and literacy to our nation's youth. For more information about America's Credit Unions visit www.cuna.org

funded by



presented by



distributed by

