

BIZ KID\$ WINS PRESTIGIOUS ENVIRONMENTAL MEDIA AWARD

— *Public TV's Financial Literacy Series Tops Nickelodeon and Disney* —

(Seattle, WA) — *Biz Kid\$*, public television's Emmy Award-winning financial education series has just been honored with the Environmental Media Award in the category for 'Children's Live Action,' beating out shows from Nickelodeon and Disney.

Biz Kid\$ won for its episode, "The Green Economy & You," which first aired on March 5, 2009. The episode teaches kids how businesses can "go green" and includes stories of young entrepreneurs, such as a 12-year old who sells eco-friendly lunch bags.

Also nominated in the category were Disney's *Suite Life on Deck* and Nickelodeon's *iCarly*.

"We are so pleased to have won this award," says *Biz Kid\$* Executive Producer Jamie Hammond, noting that the awards are the only program devoted to celebrating the entertainment industry's creative environmental efforts. "The other shows in the category are outstanding. We are truly honored."

The Environmental Media Association (EMA) recognizes work in just seven categories, honoring film and television personalities, productions, musicians and musical tours that convey environmental messages in the most creative and influential ways. Categories include Feature Film, Television Episodic Comedy, Television Episodic Drama, Reality Primetime Program, Children's Animated Program, Children's Live Action TV Program, and Documentary.

"*Biz Kid\$* is all about educating children about the importance of planning and responsibility. These lessons are as pertinent to financial success as they are to environmental awareness," adds Hammond.

Biz Kid\$ was also honored recently with a national Emmy Award and the credit union industry's prestigious Herb Wegner Award earlier this year.

"From this show's inception, credit unions have understood what a powerful resource it could be for educating youth," says Washington Credit Union Foundation Director RoxAnne Kruger, who helped to oversee exclusive underwriting of the first 39 episodes of *Biz Kid\$* by America's Credit Unions. "We couldn't be happier that others are seeing that value too."

Since premiering in January 2008, *Biz Kid\$* has been broadcast to more than 108 million households. The series has aired in 95 percent of the country, in all 50 states

and the District of Columbia, on more than 330 public television stations. Many PBS stations air *Biz Kid\$* on both their primary channel and their digital high-definition channel on weekdays after school and on weekend mornings. Many stations also conduct outreach, working with local educators, conducting contests, and hosting hands-on events that support the series.

Biz Kid\$ includes the television series, a website and a full curriculum that can be used by educators in conjunction with the show. The free curriculum, which has been presented to over a million students, corresponds with every episode of the television show and includes five core components in Spanish. These can be downloaded from the show's official website, www.bizkids.com, which also offers other resources and a monthly newsletter. In addition to classroom use, *Biz Kid\$* lessons are taught by credit union professionals and volunteers and through after-school programs such as Boys and Girls Clubs, DECA clubs and Girl Scouts in communities across the country.

Biz Kid\$ is produced in association with WXXI Public Broadcasting in Rochester, New York, and is distributed by American Public Television. Major funding for *Biz Kid\$* is provided by a coalition of America's Credit Unions. For more information about the series, go to www.bizkids.com.

First presented in 1991, the Environmental Media Awards honor film and television productions that increase public awareness of environmental issues and inspire personal action on these issues. The awards recognize writers, producers, directors, actors, and others in the entertainment industry, actively expressing their concern for the environment through their work. The Environmental Media Awards also honor people in the entertainment industry who have gone above and beyond their peers in consistently including story lines, environmental practices or role modeling in their work and/or daily lives. Winners were selected by a board of judges comprised of leaders from both the entertainment and environmental communities. For more information about the awards, go to <http://www.ema-online.org/>

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