



Season Two of the Popular Children's Program, SeeMore's Playhouse, Premieres This Fall

Hollywood Stars Kevin Bacon, Heather Graham, Camryn Manheim, Fran Drescher, Jill Scott And More, Make Cameo Appearances In Hopes Of Spreading SeeMore's Message Of Safety Across The Country: Emmy(TM) Award Winner SeeMore's Playhouse, Co-Produced by Safety4Kids and King Features Syndicate Airs Nationally on Public Television

For Immediate Release

STAMFORD, Conn./EWORLDWIRE/Nov. 7, 2007 --- Safety4Kids and King Features are rolling out the red carpet for an all-new second season of the Emmy award-winning preschool television series SeeMore's Playhouse. Providing a laugh-out-loud good time for children, parents and caregivers, this first-of-its kind program is dedicated to teaching little ones the basics of safety and healthy living through a unique blend of puppetry, animation and live action. Starring SeeMore the Safety Seal, the sophomore season will kick off its first of 26 brand new fun-filled episodes on PBS affiliates across the country this fall. (Check local listings, or visit '<http://www.SeeMoresPlayhouse.com>' for more information, fun and games.)

SeeMore's Playhouse stars SeeMore, the Safety Seal, and his friends Harry Hippo, Shades Wolf, Lottie Lamb, Penny Pup and Basil Wombat, all colorful characters who are fast becoming trusted icons of safety and wellness that children adore. The newest addition to the cast is Frostbite, the Penguin, who breezes in with a gust of snow to bring the gang healthy snacks to enjoy. The series also features a soundtrack of original and catchy music and the ever-popular Knock-Knock! Joke Time segment, featuring cameo appearances by stars including Kevin Bacon, Tim Daly, Heather Graham, Camryn Manheim, Fran Drescher, Jill Scott and comedian Mo Rocca. Children will have an uproarious time while learning important safety and wellness lessons including fire, water, pedestrian, poison and bicycle safety.

To ensure that each episode contains the most relevant and appropriate messages, Safety4Kids has joined forces with such distinguished alliances including the American Red Cross, the American College of Emergency Physicians and world-renowned nutritional guru, Dr. Andrew Weil. SeeMore has also teamed up with Major League Soccer for SeeMore's National Safety Tour, during which SeeMore makes stops at every soccer stadium across the country in a life-size version of the playhouse to educate and entertain soccer fans up close, while giving kids the opportunity to sign up and pledge to become one of SeeMore's Safety Scouts.

With an all-star celebrity cast, new friends like Frostbite, and tunes that will keep kids singing about safety, the second season of SeeMore's Playhouse is a must-see.

ABOUT SAFETY4KIDS (S4K)

Safety4Kids is recognized as the first children's media brand focused solely on safety and wellness. S4K has sold over two million home videos featuring SeeMore The Safety Seal (TM) and produces the multi-Emmy award-winning public television show SeeMore's Playhouse (TM), which is distributed by American Public Television and presented by Oregon Public Television. With world-class corporate and alliance partnerships, Safety4Kids is providing children all over the world with the knowledge to make safety a part of their every day lives. For more information, visit '<http://www.Safety4Kids.com>'.

ABOUT KING FEATURES

King Features Syndicate is a member of Hearst Entertainment and Syndication Group, which combines Hearst Corporation's cable network partnerships, television programming activities, and newspaper syndication and merchandise licensing operations. King Features is the world's premier distributor of comics, columns, editorial cartoons, puzzles and games, distributing in print and online some 150 features to nearly 5,000 newspapers around the globe. It is one of the largest and most experienced organizations in merchandise licensing and entertainment. Among its most beloved and successful classic characters are "Popeye," "Betty Boop," "Blondie," "Dennis the Menace" and "Flash Gordon." In recent years, the company has diversified and now represents properties such as the trend apparel and accessory brands, "David & Goliath," the publicly displayed, life-sized art sculptures "GuitarMania" and "The Trail of Painted Ponies" the conscientious-living brand, "Mutts" and "SeeMore's Playhouse," the multi-Emmy(r) Award-winning children's safety and wellness series for public television. To learn more, visit '<http://www.kingfeatures.com>'.

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SOURCE: Safety4Kids, LLC