



FOR IMMEDIATE RELEASE

Contact

Jessica Wineke
Patch Products, Inc.
(800) 524-4263, ext. 246
jessicaw@patchproducts.com

Become a Science Whiz like Sid the Science Kid™ with Patch Products' 3 new preschool science kits!

The Jim Henson Company and Patch Products Team Up to Promote Preschool Science Education, Exploration and Discovery based on the Daytime Emmy-nominated PBS KIDS® Series Sid the Science Kid

BELOIT, Wis.—It's never too early for science! Patch Products, a leading game and toy manufacturer, fills the void in early education with their three new affordable *Sid the Science Kid™ Learning Science Kits*.

Young children from all over the world have been fascinated by The Jim Henson Company's award winning series *Sid the Science Kid*. Now your child can become a science whiz, just like Sid!

Preschoolers are naturally curious and love to experiment with their world and figure out how things work. Patch's new *Sid the Science Kid Learning Science Kits* let kids do just that! In these kits, kids will have hands-on play while they do actual science experiments. The kits come with a journal to encourage kids to ask questions, draw their observations and explore the answers.



Join Sid as he questions why things are the way they are, and learn the scientific principles that answer his questions. Try all three Learning Science Kits: *Why Do I Need A Jacket?*™, *How Do Plants Grow*™, and *Why Are Wheels Round?*™. You'll be amazed at how much your preschooler can learn by playing with these Science Kits, each for the price of \$9.99.

These kits are the perfect science introduction for preschoolers. Patch's *Why Do I Need A Jacket? Kit* will blow you away! This kit encourages children to investigate weather and what it means for them. Children can learn about all aspects of weather—rain, wind, temperature, sun and more! (Ages 3 and up).

In the *How Do Plants Grow? Kit*, children will see how fun and simple science can be! This kit encourages them to investigate plants and growth as they learn about how seeds sprout, what plants need to grow and what makes dirt dirty! (Ages 3 and up).

The *Why Are Wheels Round? Kit* is perfect for the child that's always on the move. This kit investigates wheels and movement, and children will learn about how the shape of wheels affects car movement and what happens if they race a car on different surfaces or at different angles! (Ages 3 and up).

For more information on Patch Products and their *Sid the Science Kid Learning Science Kits*, visit patchproducts.com or call 1-800-524-4263.

About Patch Products

Patch Products, headquartered in Beloit, Wis., is a leading manufacturer and marketer of family entertainment products. Games, puzzles, activity kits, collegiate-licensed foam sports toys and classroom teaching tools are the core product lines. Top-selling brands include *Buzzword*[®], *What's Yours Like?*[®], *Toss Up!*[®], *Swap!*[®], *Smethport*[™], *Lauri*[®], *Tall-Stacker*[™] and *Wooly Willy*[®]. Log on to patchproducts.com for additional information.

About The Jim Henson Company

The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include the Emmy[®] nominated "Sid the Science Kid", "Dinosaur Train", "Wilson & Ditch: Digging America" and "Pajanimals." Features include "The Dark Crystal," "Labyrinth," "MirrorMask," and "Unstable Fables." Television productions include "Fraggle Rock" and the sci-fi cult series "Farscape."

With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, the Company is also home to Jim Henson's Creature Shop[™], a pre-eminent character-building and visual effects group with international film, television and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state-of-the-art and vintage equipment.

The Company's Henson Alternative brand recently launched the New York run of "Stuffed and Unstrung," a live puppet improvisational show at the Union Square Theatre.
<http://www.henson.com>

###