



“Noddy” is a joint venture of BBC Worldwide and Enid Blyton Ltd. co-produced by Catalyst Entertainment Inc.
The series has been created by executive producer Rick Siggelkow, the co-creator/producer of the Emmy award-winning “Shining Time Station.”



The NODDY National Outreach Campaign is developed and directed by



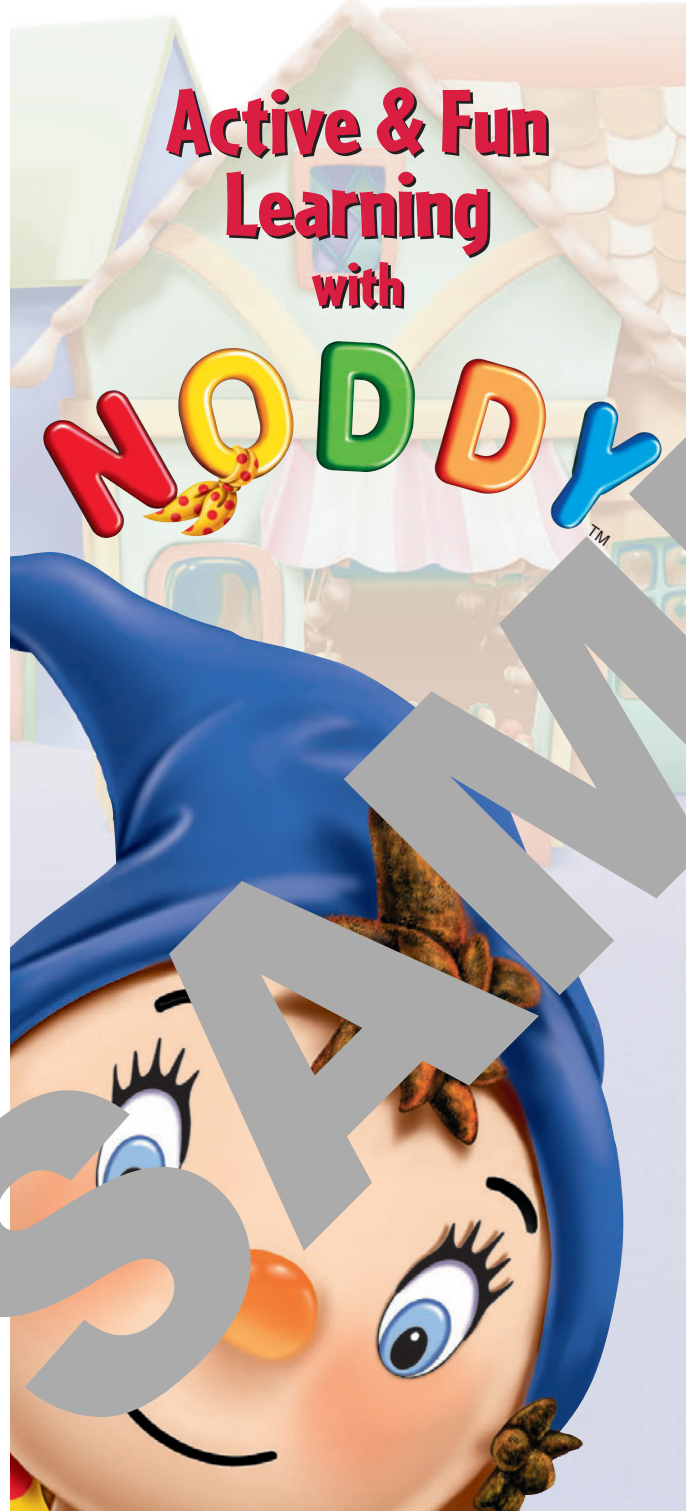
The Child Welfare League of America is the national outreach partner in association with Generations United.



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A New PBS Children’s Series

Active & Fun Learning with



The Delightful and Curious Noddy lives in two worlds.

In the animated Toyland segments, Noddy comes to life through fun-filled adventures with his friends – and in the real world, he’s also one of the toys in the old-fashioned curiosity shop. In **“Noddy’s Odd Jobs, Odd Friends & Delights of Yesterday (NODDY’S)”** owned by Noah Tomten. Here, Noah’s grandchildren Kate and Tom and their friend DJ explore the treasures and learn lessons in social responsibility. Other long-time residents of NODDY’S are antique objects who are vital to the storyline and animated characters.



Imagination and storytelling, original **MUSIC** and songs,

Humor and **CREATIVE** play are all part of “Noddy,” a new PBS

Children’s Series. Based on the world renown books by Enid Blyton, the series promises active,

FUN and imaginative viewing for 3 to 7 year olds, while

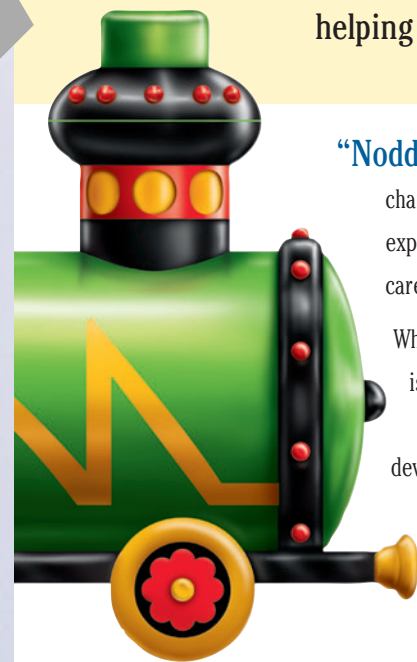
helping them learn to **EXPLORE** their world.

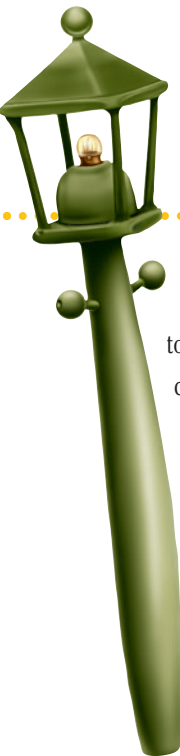
“Noddy,” The Series, and Noddy, The Animated Stories, present

characters who value dependability, responsibility and self-reliance. The variety of these characters expose children to a broad range of emotions and motivations. Most important, the characters / people care about each other and cooperate so that all can experience success.

What is intriguing about the 40-part series is its vertical programming where each week’s theme is played out by the real-life actors, by the puppets, and in the animated Noddy segment.

In this way, children of different ages can experience the action and life’s lessons on their own developmental levels. Adults will also enjoy the rich interplay of characters and stories. Thus, “Noddy” has a natural “fit” with early childhood and after school programs, as well as in homes and intergenerational community settings.





NODDY Reaches Communities

The National Outreach Campaign

will introduce "Noddy" to families, early childhood programs and communities. Activities, primarily on the series' innovative Web site, will set the stage for generations of a family to have fun and explore learning together. The Web site will be "kid-driven," providing age-appropriate tasks, information and visuals to interest children aged 3 - 7. The content will play off the series' two special environments, Toyland and NODDY'S curiosity shop, and incorporate music, language, social skills, arts and crafts and science. Background information will provide support to teachers, child care providers, parents and grandparents / elders in their interactions with children and use of the Web site.



Educational Value of "Noddy"

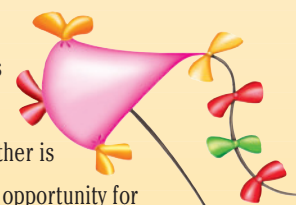


"Noddy" places children at the center of the series, empowering young viewers by encouraging imaginative play and teaching creative problem-solving techniques. The series presents themes relevant to the lives of young children and their role as vital members of an extended family. Its two primary themes are **INTERGENERATIONAL Relationships** – highlighted in the exchange between Noddy, Noah and Truman and Kate – and **Social Responsibility**. Other important themes include the importance of creativity, the value of music, and the significance of family and friends.

SOCIAL RESPONSIBILITY encompasses the theme of **INTERGENERATIONAL RELATIONSHIPS** build development of children's social skills as well as their ability to become active and contributing members of their communities. Educational themes will focus on:

-  Social Understanding.
-  Working Together.
-  Creative Problem Solving.
-  Children and Youth Serving Elders.
-  Elders Serving Children, Youth, and Families.
-  Young and Old Jointly Serving the Community.

The unique wisdom and talents of each generation are valued, and the strengths of one generation are brought to meet the needs of the other. Time spent together is meaningful and productive, providing an opportunity for individuals, families and communities to enjoy and benefit from the rich interactions.



Social responsibility and intergenerational approaches come together in their purpose to work toward an equitable and just society.

Become INVOLVED

You Can Become Involved In NODDY. Here's How:

- BROWSE** the NODDY Web site at www.pbs.org/noddy – and download the special information and activities you'll find. Advise the parents / grandparents you serve to watch "Noddy" with their children / grandchildren and use its Web site.
- WATCH** "Noddy" in your education program for children aged 3 to 7, and involve them in the special NODDY activities you'll find on the Web site.
- CONSIDER** offering training on the use of the Web to grandparents / elders; or create trainings for teachers and child care providers so they can involve grandparents / elders in their programs.
- CONTACT** your local public television station and find out when they will broadcast "Noddy", and what kinds of outreach activities they will pursue.
- SEND** the attached form to Outreach Extensions to obtain two sample NODDY activities, and to let us know your interest in participating in next year's national community service campaign.

For more information, contact:
Ken Ravitz, Education Director, Outreach Extensions
Phone: 310.589.5180 Fax: 310.589.5280 E-mail: outext@aol.com

Send me the 2 sample NODDY Activities.

Sign me up to receive information on the 1999 National NODDY Helping Campaign.

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

**SEND TO: Ken Ravitz, Outreach Extensions
7039 Dume Drive, Malibu, CA 90265**