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BIZ KID\$ WINS NATIONAL EMMY AWARD

Public Television Series Honored for Creative Arts Achievement

(Seattle, WA) – Public television's financial literacy series *Biz Kid\$* has won a national Emmy Award, television's highest honor. The award for Outstanding Achievement in Main Title and Graphic Design was presented to Lou Zumek, title designer of *Biz Kid\$* in a gala celebration in Los Angeles on Sunday, August 30, 2009.

The 37th annual Daytime Entertainment Creative Arts Emmy® Awards are hosted by the National Academy of Television Arts & Sciences. The Emmy Awards recognize creative leadership for artistic, educational and technical achievements within the television industry.

The Daytime Emmy Awards recognize outstanding achievement in all creative fields of daytime television production and are presented to individuals and programs broadcast from 2 a.m. to 6 p.m. during the 2008 calendar year.

The series was also nominated for Outstanding Achievement in Single Camera Editing.

Biz Kid\$ recently won the Herb Wegner Award for an Outstanding Program from the National Credit Union Foundation. The series is also nominated for Outstanding Children's Television for its episode "The Green Economy and You" in the prestigious Environmental Media Association (EMA) Awards. The annual EMA Awards honor film and television personalities, productions, musicians and musical tours that convey environmental messages in the most creative and influential ways. Winners will be announced on October 25, 2009 in Los Angeles.

First airing 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\$ 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.

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