

changing our world
one kid at a time



ed·u·tain·ment

[ee-joo-**teyn**-muhnt]

Inform, educate, inspire and motivate kids of all ages to learn about money, credit, taxes, business, and becoming young entrepreneurs. Help them discover their passion, see the opportunities around them and take action using real world examples of how simple ideas can change our world.

the show

Biz Kid\$ is a national financial education initiative based on an Emmy Award-winning public television series about kids, money, and business. The series includes 65 episodes and reaches over one million viewers per episode.

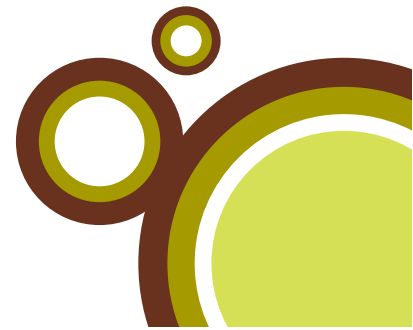
Using a clever blend of entertainment and education, each Biz Kid\$ episode shows kids how to make and manage money by introducing concepts of financial literacy and entrepreneurship. To keep young viewers engaged, the series includes a fast-paced mix of direct education delivered by young actors, sketch comedies, animation, and stories featuring real life young entrepreneurs. The show is complemented by a resource rich website, lesson plans, outreach activities, and a monthly electronic newsletter.

the team

Biz Kid\$' creative team is best known for creating and producing 'Bill Nye the Science Guy'. Bill Nye was a popular science series produced in the 1990's, and is still being used to teach science in classrooms across the US today. The series received 26 National Emmy Awards (including two for Outstanding Children's Television Series), and the National Science Board Public Service Award, among others. Over the past decade, the producers have also created more than 475 episodes for PBS in the areas of 'How-to' and 'Natural History'. The team has worked on projects for NBC, CBS, ABC, The Food Network, General Electric, General Motors, Microsoft, National Geographic, and President Bill Clinton.



Biz Kid\$ ringing the NASDAQ closing bell on April 6, 2009. Biz Kid\$ also rang the NYSE closing bell on April 28, 2010 and April 11, 2011.





**7 Emmy®
Nominations**



**Silver Telly
Award Winner**

Outstanding Children's
Financial Literacy Programming

educational excellence

Biz Kid\$ has received the status of "recommended educational resource" by the State Boards of Education in Virginia, Florida, California, Illinois, Iowa, Idaho, Wisconsin, and Texas. The series is in the process of achieving that recognition in New York, Pennsylvania, Washington, and Massachusetts.

Biz Kid\$ also received the Council of Economic and Financial Education commendation for "Outstanding Contributions to Financial Education" in May 2011.

reach & ratings

Biz Kid\$ has aired on over 338 public television stations, reaching 98% of the country. Current ratings from Trac Media indicate over 1.1 million viewers per episode airing. The series has delivered 52 episodes to public television and is in production for thirteen new episodes. It has aired in ALL of the TOP 75 markets, reaching more than 271 million people since the series was launched in January, 2008.

Outreach sources conclude that over 9 million people were exposed to the **Biz Kid\$** initiative, including 1 million students and teachers in 2009, and has continued to build that impact into schools throughout 2010 and 2011.

Biz Kid\$ has been adopted by Ernst & Young to use in their education outreach programs, "EY Connect Day" for middle schools, and "College Map" for high schools beginning in August 2011 nationally, with the plan to take this program into all their offices around the world. "College Map" is an EY mission to help teens and young adults find their passion, realize the career opportunities, and encourage them to continue their education.

Biz Kid\$ has been adopted by the Internal Revenue Service to use in their educational outreach program and they will be using Biz Kid\$ episode 401, "A World without Taxes", in schools across the US.

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