

What To Watch

Preschool Science Series Is Fun For The Whole Family

(NAPSA)—Watching TV together can be an enjoyable way for parents to spend time with their preschoolers—and a fun way for kids to learn about the world around them.

“Sid the Science Kid,” a fun-for-all-ages, curriculum-based, Emmy-nominated series from The Jim Henson Company and KCET/Los Angeles, introduces 3- to 6-year-olds to the basics of science through the eyes of a preschooler named Sid the Science Kid.

Co-Viewing

More parents are choosing to co-view, or watch television with children, to help them get more out of a show’s educational content. Among women 18 to 49 who watched “Sid the Science Kid,” 48.1 percent were co-viewing with a child 2 to 11, and of adults age 50 or older who watched the program, 10 percent were co-viewing with a child age 2 to 11.*

Encouraging Curiosity

Each episode of “Sid the Science Kid” begins with a new question, and Sid embarks on a fun-filled day of finding answers. The series uses comedy and music to inspire kids to explore the science they experience in their everyday life.

The energetic and inquisitive preschooler, Sid, tackles everyday ideas that preschoolers find fascinating, such as “Why didn’t my ball bounce?” “Where did all the bathwater go?” “Where does the trash go when I throw it away?”

Each week, the show is centered on a single scientific concept, with Sid encouraging



“Sid the Science Kid” promotes science and is fun for the whole family.

preschoolers to explore the world around them and think about how to find answers to their questions.

Critical Thinking Skills

The series promotes critical thinking skills for preschoolers based on the curriculum of the Preschool Pathways to Science (PrePS®), exploring such themes as Force and Motion, Systems and Interactions, and Lights and Shadows.

Sid makes science fun, whether kids are at home comparing the size of their shoes against Dad’s, in the backyard observing bugs or visiting a local science center and journaling about all the cool things they see.

For More Information

Check local listings for new episodes. For more information, visit www.pbskids.org/sid. The website inspires the scientist in kids with songs, games, a kid-friendly video player, activities and materials to help parents, teachers and caregivers support their own Science Kid.

* Source: PBS Research, Nielsen N Power, 09/21/2009–7/25/2001, Live7+ viewing for “Sid the Science Kid”