

WISHBONE'S DEBUT FROM A PUP, UP

When WISHBONE made its television debut on PBS in 1995, the series asked its young viewers to take a leap of imagination along with the main character. In each episode, a live-action Jack Russell Terrier imagines himself as the hero in a classic novel and invites his audience to go along as he defeats the sheriff of Nottingham, journeys to the center of the Earth, discovers Rome, confronts the Headless Horseman, tracks down the hound of the Baskervilles, shoulders the labors of Hercules, naps for 20 years and falls in love with the beautiful Juliet.

And, of course, viewers responded, making WISHBONE an instant success. Along the way, the tale-wagging pup picked up a variety of awards, including four Emmys and a Peabody. He appeared in People magazine and on The Tonight Show. He's even been part of a *Jeopardy!* category. In short -- so to speak -- this sartorial storyteller has become a popular icon.

It all started because of a little dog with a big imagination.

And now he's back weekly on PBS KIDS GO! beginning December 31, 2006 (check local listings).

For more information, contact:

Brian Reinert, Bender/Helper Impact, Tel: 212/689-6360
brian_reinert@bhimpact.com

Lauren McCabe, Bender/Helper Impact, Tel: 212/689-6360
lauren_mccabe@bhimpact.com