



dirtgirlworld



**SPROUT® DIGS INTO EARTH DAY WITH EXCLUSIVE U.S. LAUNCH OF
NEW SERIES, *DIRTGIRLWORLD*, THE FIRST GREEN LIVING SERIES
FOR PRESCHOOLERS**

Produced by DHX Media's DECODE, in partnership with mememe productions, dirtgirlworld will debut exclusively on Sprout with a three-hour marathon from noon-3 p.m. ET on Earth Day, Thursday, April 22

Philadelphia, PA – March 22, 2010 – Sprout, the first 24-hour preschool destination available on TV, on demand and online for kids ages 2-5 and their parents and caregivers, and DECODE Enterprises, the distribution subsidiary of DHX Media, announce the exclusive U.S. launch of *dirtgirlworld*, the first green living series for preschoolers. “Sprout’s Dig Into Earth Day with *dirtgirlworld*” marathon will air on Sprout from noon – 3 p.m. ET on Earth Day, Thursday, April 22. The three-hour block will feature select episodes of this contemporary, vibrant, eco-friendly new series that was designed to introduce preschoolers to the joys of outdoor play and sustainable, green living. Games, crafts and environmentally-friendly tips for parents of preschoolers will be available on SproutOnline.com. After its Earth Day debut, *dirtgirlworld* will continue to air on Sprout in its new daily timeslot at 4:50 p.m. ET.

dirtgirlworld was created by writer/producer Cate McQuillen and composer/writer Hewey Eustace, who developed the series from their idyllic home near the “rainbow country” of northern New South Wales in Australia. This music-centric series features a distinctive blend of live action and animation with photomontage and illustration that takes the audience to a world where the real and unreal collide. *dirtgirlworld* shares an environmental message, explores the natural world and invites the audience to “go get grubby” with dirtgirl, a gumboot-wearing girl who grows awesome tomatoes, knows clouds’ names and drives a big orange tractor.

Helping dirtgirl is a wildly original cast of characters – her best friend scrapboy, who lives next door and is a whiz with junk; grubby, with her grub’s eye view; ken the weevil, a super stunt star with an inferiority complex; roger the rooster and the chicks; hayman the monosyllabic scarecrow; and the green thumbs – real kids in real gardens having unreal fun.

“We are thrilled to be bringing this truly unique, exciting new series to preschoolers here in the U.S.,” said Andrew Beecham, senior vice president of programming for Sprout. “With its intriguing live-action/animation mix, instantly catchy rock songs and engaging preschool curriculum, *dirtgirlworld* is sure to be a hit with both preschoolers and their parents.”

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“Sprout is an ideal home for *dirtgirlworld* and we’re confident she’ll prove very popular on this U.S. platform,” said Josh Scherba, senior vice president of distribution of DECODE Enterprises. “This is a unique show with fun, vibrant visuals and a cool, contemporary eco-heroine who fits the zeitgeist perfectly.”

“Bringing *dirtgirlworld* to the U.S. is just amazing for us,” said McQuillen. “We know that Sprout cares about kids and we wanted a home for *dirtgirlworld* that cared about kids. We can’t think of anywhere better for us to be.”

She continued, “Sprout genuinely understands the qualities that makes this series so special and they share our vision that children’s television can change the world and be entertaining at the same time.”

dirtgirlworld began life as a music album. It won the 2002 Dolphin Awards’ Album of the Year and was nominated for an ARIA (Australia Record Industry Award) in 2003. Cate and Hewey’s dream, however, was to adapt the concept for multiple platforms. Television quickly became a reality after they won pitching competitions locally, then at the Screen Producers Association of Australia annual conference and at Kidscreen in New York. *dirtgirlworld* also airs on CBeebies in the U.K., on CBC Canada and ABC Australia.

The *dirtgirlworld* team is committed to pursuing the best possible environmental business practices to reduce *dirtgirlworld*’s eco-footprint. A percentage of production costs have already been reserved to establish the *dirtgirlworld* foundation, which will be added to partners’ carbon offsetting contributions to fund local projects that support children to live more environmentally sustainable lives.

For additional information on Sprout programs or schedules, or to [play games](#), download [free coloring pages](#) or find great [activities for kids](#), visit [SproutOnline.com](#). To find out where Sprout is available in your area, call 1.8.SPROUT.411 or go to [SproutPlease.com](#).

About Sprout®

PBS KIDS Sprout, the first 24-hour preschool destination available on TV, on demand and online for kids ages 2-5 and their parents and caregivers, was created as a partnership among Comcast Corporation, HIT Entertainment, PBS and Sesame Workshop. Since debuting its video on demand (VOD) service in April 2005, Sprout has become the #1 On Demand service for younger children, generating over half a billion views. The 24-hour digital channel, which launched in September 2005 along with the website ([SproutOnline.com](#)), is the only channel that follows the day of child from breakfast to bedtime with its distinctive programming. Currently, Sprout is available in 49 million unique households.

The network’s program lineup of gold-standard, curriculum-based children’s shows includes: *Sesame Street*®, *Bob the Builder*™, *Barney & Friends*™, *The Wiggles*®, *Thomas & Friends*™, *Angelina Ballerina*™, *Caillou*®, *The Berenstain Bears*™, *Dragon Tales*™, *Make Way For Noddy*™, *Fireman Sam*™, *Fifi and the Flowertots*™ and more.

About DECODE Enterprises, a DHX Media Company

DECODE Enterprises is the distribution subsidiary of DHX Media Ltd. It handles programme sales for third party producers and for DHX subsidiaries DECODE Entertainment, Halifax Film and Studio B, which are leading international producers of television programming and interactive content with an emphasis on children, family and youth markets. DHX Media Ltd. shares trade on the TSX in Toronto.

About mememe productions pty ltd

mememe productions is a rurally based production company on the beautiful North Coast of NSW in Australia. They are a small, passionate team who endeavors to produce meaningful television, community building digital media experiences and cool music with positive messages for kids.

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