

Kids & The Environment

Helping The Environment—One Preschooler At A Time

(NAPSA)—Imagine how wide your preschoolers' eyes would pop if they knew a dripping tap wastes about 55 cups of water each day. Or that it takes 450 years for a plastic bottle to degrade.

Being wasteful harms the environment in so many ways, and those are the kinds of facts most parents are unlikely to have at their fingertips. But for those eager to teach their children about the importance of caring for and preserving the world around them—and experts say it's never too early to start imparting such values—help has at last arrived.

The 24-hour, preschool TV channel Sprout has just begun airing a new series, "dirtgirlworld," that's the first ever to introduce children as young as age 2 to what it calls "the joys of outdoor play and sustainable, green living." The idea being, kids will naturally find it fun to "go get grubby" along with their own gumboot-wearing eco-heroine (dirtgirl) as she grows awesome tomatoes, calls clouds by their names, and drives a big orange tractor. And, oh, yes, it's no accident that there's plenty there to engage and inspire their parents, too.

"Engaging children's shows like 'dirtgirlworld' really encourage parents and preschoolers to discover and learn together," said Gael Levin-Simon, an educational content developer for children's television. "Young children can learn so much from playing outside and experiencing nature.

"And, with their parents as guides," she added, "it provides an opportunity for the family to share these special moments together while building knowledge and respect for the wonders of the outdoor world around them."

The music-centric show features a blend of catchy rock songs,



Children as young as age 2 can have fun learning about protecting the environment.

live action and animation. As for its wildly assorted cast of characters, in addition to "the Green Thumbs," a bunch of real kids having fun in real gardens, they include dirtgirl's best friend, scrapboy, who's a whiz with junk; grubby, with her grub's eye view; hayman, a monosyllabic scarecrow; and ken the weevil, a super stunt star.

The "dirtgirlworld" series airs daily at 4:50 p.m., EDT, and includes educational preschool curriculum. The Sprout channel is known for its unique TV, on-demand and online programming for kids ages 2 to 5, their parents and caregivers.

And since "dirtgirlworld" is intended to provide ideas on how preschoolers can make a difference environmentally, parents can also go online at www.SproutOnline.com for tips like the following:

- Reuse already-read newspapers—and have fun doing it—by folding pages into hats.
- Since kids love watching things grow, plant trees or flowers together in your backyard or neighborhood.
- Turn recycling into a habit by making a game out of separating trash.