



## ***the WotWots Invade North America with Season 2 Zooming into Homes in America & Canada and an Earth Rangers Partnership to Bring Back the Wild***

Wellington, New Zealand, September 15, 2011

*the WotWots* will return to homes in both America and Canada this October with the second season of the vibrant, energetic and colourful learning-based series from Pukeko Pictures.

Fast becoming a kiddie favourite in America, *the WotWots* will zoom back to The Hub on Wednesdays starting October 4, 2011 at 11.30am EST. *the WotWots* has also been a ratings hit in Canada and the second season will air on Treehouse weekdays from October 4, 2011 at 12.10pm EST.

DottyWot and SpottyWot have also recently partnered with Earth Rangers, producing four 'Life in Crisis' interstitials for broadcast on Treehouse to appear during episodes of *the WotWots*. These two minute informative interstitials will focus on *the WotWots* and their stewardship of Earth Rangers Back the Wild!™ campaign featuring endangered animals – the monarch butterfly, the spotted turtle, the American marten and the plains bison.

"The second season of *the WotWots* has just launched in Australia and New Zealand, and has already proven to be a success, delighting new and old fans of DottyWot and SpottyWot. The response to *the WotWots* latest adventures has been great and we are looking forward to receiving the same reaction in America and Canada" said co-creator of *the WotWots*, Martin Baynton.

"We are especially proud of our partnership with Earth Rangers - this is the first of many great initiatives on which we will collaborate – we both recognize the importance of preschoolers celebrating and appreciating the animal kingdom. *the WotWots* communicate this powerful message via their journey of discovery and exploration in the television series and Earth Rangers share this information through their interactive grassroots and community campaigns, so together we are spreading the word" said Sir Richard Taylor, Co-Founder of Weta Workshop and co-creator of *the WotWots*.

The second season of *the WotWots* sees DottyWot and SpottyWot land on a farm, meeting strange and friendly farm animals and then travel to the sea shore. There they discover the weird and wonderful creatures that live on the beach and in the sea. Encouraging the love of animals, the season celebrates the joy of discovery and the extraordinary diversity of life on the planet.



[www.wotwots.com](http://www.wotwots.com)

From the creative minds of New Zealand's  
Academy Award-Winning Weta Workshop





#### *the WotWots*

the WotWots is an enchanting pre-school series that follows the adventures of two adorable siblings from outer space, SpottyWot and DottyWot. This delightful pair of enquiring minds have come to Earth to explore and to marvel at the extraordinary diversity of life on the blue planet. The show celebrates this joy of discovery and demonstrates the positive values that are the building blocks of a true and enduring friendship.

*the WotWots* is broadcast in 90 territories including the US, UK, Australia, Canada, Korea, Middle East and Poland. American Greetings Properties recently signed on for the worldwide licensing and merchandising rights to the popular preschool property.

Pukeko Pictures is a business partnership between Academy Award winner Richard Taylor the co-founder and creative lead of Weta Workshop (*Lord of the Rings*, *King Kong*), and internationally acclaimed author and children's television creator, Martin Baynton. Taylor and Baynton previously teamed up to create the award winning children's program, *Jane and the Dragon*.

#### **ABOUT EARTH RANGERS:**

Earth Rangers is an award winning charitable organization dedicated to educating children about biodiversity loss and empowering them to Bring Back the Wild!™. Building on children's natural connection to wildlife, Earth Rangers' focus is to communicate to children a positive science – based message on the importance of protecting biodiversity and adopting more sustainable behaviors. Through programs including a children's website – [www.earthrangers.com](http://www.earthrangers.com), a permanent studio at the Royal Ontario Museum and a National Education Outreach Program featuring live Animal Ambassadors, Earth Rangers is able to reach, inspire and enable millions of children each year to take action to help ensure the lasting survival of species in Canada. The award-winning Earth Rangers Centre has also been recognized for its commitment to the environment and has been awarded a LEED Gold Designation.

#### **ABOUT EARTH RANGERS' BRING BACK THE WILD™ PROGRAM:**

In April 2010, Earth Rangers launched Bring Back the Wild™ in collaboration with the Nature Conservancy of Canada. Bring Back the Wild™ is Earth Rangers' national program that educates children about biodiversity and inspires them to fundraise to help acquire and restore animal habitats.

[www.wotwots.com](http://www.wotwots.com)

[www.earthrangers.com](http://www.earthrangers.com)

[www.earthrangers.org](http://www.earthrangers.org)

Media information:

Adele Feletto Publicity M: 61 413 489 292

E: [adele@adelefelettopublicity.com.au](mailto:adele@adelefelettopublicity.com.au)



[www.wotwots.com](http://www.wotwots.com)

From the creative minds of New Zealand's  
Academy Award-Winning Weta Workshop

