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ZulaWorld.com Recent Press Coverage
September 28, 2009

ABC NEWS – 4/7/08 (aired on national radio and posted online)

http://abcnews.go.com/Technology/story?id=4603812&page=1

Intro: *Did you grow up watching Saturday morning cartoons on TV? Don't be surprised to learn that the online world may soon replace morning television in your kids' lives.*

Children don't just watch; they interact, says Deborah Manchester, president of PBS's "Zula, USA."

LOS ANGELES TIMES – MAY 10, 2009

http://articles.latimes.com/2009/may/10/business/fi-himi10

Intro: 'Zula Patrol' creator prioritized fun

HOW I MADE IT: DEB MANCHESTER

Ohio audiologist sold her practice and went to animation school. It took 11 years before her first show aired.

The gig: Creator of "The Zula Patrol," a Saturday morning cartoon watched by 2 million children a week on NBC and public television stations, and Zula World, an online hangout for kids built by IBM Corp. In Los Angeles, the show airs Saturday mornings on NBC and Monday mornings on KCLS public television.

KIDSCREEN – 6/10/09

Story is mentioned on their home page under the Interactive category
http://www.kidscreen.com/
http://www.kidscreen.com/news/interactive

CYNOPSIS KIDS - 06/10/09

http://www.cynopsis.com/content/view/4438/53/

Text: *The creators of the CGI series **The Zula Patrol** have teamed with **IBM** to develop and launch **ZulaWorld.com** (www.zulaworld.com). Targeted to K6+/parents/teachers, the virtual world, like the series, encourages kids to be curious about science and discovery and use their critical thinking skills. The site features create your own avatars and a range of games and activities where users can fly their own spaceship, discover how things work and problem solve in teams. The basic levels of games on ZulaWorld.com are available for free, with a subscript service that offers additional levels also available ($5.99/month, $29.99/6 months, $49.99/year). The Zula*

Patrol airs as part of the qubo Saturday programming block on NBC and on public TV stations weekdays and weekends (check local listings).

CYNOPSIS DIGITAL - 06/10/09

Ran same story as above.

CYNOPSIS KIDS – 7/8/09 and 8/4/09 (add'l mentions)

http://www.cynopsis.com/content/view/4548/53/

The Zula Patrol *gets a new DVD and adds new games and activities to its virtual world* ***ZulaWorld.com*** *this month. Distributed by* ***Well Go USA****,* ***The Zula Patrol: Moons Mayhem*** *DVD will be available from August 25 and contains six episodes of the series as well as a peek at ZulaWorld.com and 200 Zlinkles (the equivalent of US$10) to spend on the site. New features on ZulaWorld.com include: Planet Mars adventures; Global Community Missions to search for missing grogs; a multiplayer Bumper Ship game; an online journal; open chat option, protected by Crisp NetModerator software (and yes, there is an opt out option).*

http://www.cynopsis.com/content/view/4501/53/

The kid's science animated series, **The Zula Patrol**, and **Ohio's Center of Science and Industry** (COSI) enter into a multi-year partnership to develop programs and resources for museums, schools, and other kid-and-family-centric destinations across the US. The partnership will focus on several initiatives including: The creation of curricula for Zula-themed workshops, birthday parties and overnight events for museums, camps, school etc; Development and distribution of Zula Science Stations portable interactive exhibits; and a marketing campaign to build awareness and subscriptions for ZulaWorld.com, the campaign will include a fundraising component for kid's museums and science/technology centers in the US.

COMMON SENSE MEDIA – SUMMER '09 REVIEW

http://www.commonsensemedia.org/website-reviews/zulaworld

ANIMATION MAGAZINE – 6/10/09

http://www.animationmagazine.net/article/10152

Intro: *IBM and the creators of the popular science-based animated NBC children's series The Zula Patrol have teamed up to create a new entertainment and educational site for children.*

VIRTUAL WORLD NEWS – 5/12/09 AND 6/10/09

http://www.virtualworldsnews.com/2009/05/zula-patrol-goes-from-television-to-virtual-world.html
http://www.virtualworldsnews.com/2009/06/launch-time-for-zulaworld-.html

Intro: *The new virtual world is an online iteration of the successful TV show for kids, Zula Patrol. The show airs on NBC, PBS and Telemundo. ZulaWorld creator Deborah Manchester calls the virtual world "a perfect blend of adventure and learning." She adds, "our goal is to inspire young kids' natural curiosity about science so they become inquisitive lifelong learners."*

ANIMATION WORLD NEWS/AWN

http://news.awn.com/index.php?ltype=cat&category1=Internet+and+Interactive&newsitem_no=28042

REUTERS – 6/9/09

http://www.reuters.com/article/pressRelease/idUS149250+09-Jun-2009+PRN20090609

VENTURE BEAT – 6/10/09

http://venturebeat.com/2009/06/10/zula-launches-kids-virtual-world-with-ibms-support/

Intro: *Hoping to add an Internet dimension to its growing kids business, Zula USA has launched a successful kids science education TV show in the past three years and is now diving into the vitual world market.*

The Burbank, Calif.-based company quietly launched its ZulaWorld virtual world for kids on June 1 and just filled me in on the details of its new offering. It has about 1,000 members so far, and it's all in the name of making science fun.

Also appeared in:
http://technologywebblog.com/2009/06/science-focused-kids-virtual-world-from-zula/
http://bigxdesign.com/2009/06/zula-launches-science-focused-kids-virtual-world/

EXAMINER.COM – 6/17/09

http://www.examiner.com/x-589-Family--Parenting-Examiner~y2009m6d17-ZulaWorld-makes-learning-fun-for-preschoolers

Intro: *If you're afraid some of the cyber worlds available to your elementary school children aren't helping them learn anything, then check out ZulaWorld, a new, space-based virtual destination being launched by the people who bring you* The Zula Patrol *hit television series.*

USA TODAY – 7/9/09

http://www.usatoday.com/tech/columnist/jinnygudmundsen/2009-07-09-zulaworld_N.htm

Intro paragraph: *Exploring virtual worlds is a hot craze for kids. In most you become a character who goes on adventures or fights his or her way to glory. In ZulaWorld.com, kids become aliens and explore a world full of scientific challenges.*

KIDS FIRST! - 7/13/09

http://www.kidsfirst.org/kidsfirstnews/category/interviews/

Interview w/ Deb Manchester

MOBILE TECH TODAY – AUGUST 3, 2009

http://www.mobile-tech-today.com/story.xhtml?story_id=0030001VZSSI

(There are more postings of this story online generated by Crisp's press release.)