



News

FOR IMMEDIATE RELEASE



Contact:

San Antonio Botanical Garden

Candace Andrews, Managing Director, San Antonio Botanical Society: 210-829-5360

Dianne Powell, Marketing Coordinator, Office: 210-824-9474; Mobile: 210-887-8777

Nickelodeon

Joanna Roses, Senior Director, Corporate Communications: 212-846-7326

San Antonio Botanical Garden and Nickelodeon Partner to Create One-of-a-Kind “Dora and Diego’s Garden Adventure” – First Ever Garden Exhibit Featuring Preschool Hit Properties *Dora the Explorer* and *Go, Diego, Go!* – Opening Monday, September 1

SAN ANTONIO AND NEW YORK – August TK, 2007 – The San Antonio Botanical Garden and Nickelodeon, the number-one kid’s entertainment brand, have entered into a six-month partnership this fall, transforming part of the 33-acre San Antonio Botanical Garden into “Dora and Diego’s Garden Adventure,” featuring the network’s top-rated preschool properties, *Dora the Explorer* and *Go, Diego, Go!*. The exhibit, which opens Saturday, September 1, marks the first time Nickelodeon has lent its characters for use by a botanical garden.

“We are delighted to bring Dora and Diego to the Garden,” says Cathy Garison, president of the San Antonio Botanical Society. “Bringing Nickelodeon’s beloved characters into a natural setting is such a fun combination. It’s like being able to deliver a holiday present that kids can open on Labor Day and enjoy for six months!”

“We are excited to be a part of this truly unique partnership and to expand these properties into a garden setting,” said Pam Kaufman, Chief Marketing Officer, Nickelodeon and MTVN Kids and Family Group. “This exhibit brings to life Dora and Diego’s love of adventure and of the environment. We can’t wait to bring this experience to families in San Antonio.”

“The Garden is a great multi-purpose environment. By having ‘Dora and Diego’s Garden Adventure,’ we are inviting a brand new audience to see the Garden and easily engage with it,” says Bob Brackman, Garden Director.

The garden exhibit will include bilingual signs, interactive activities designed to duplicate the television series’ goals of engaging children to make them active participants in the learning process. Interactive elements include: riddles to get across The Grumpy Old Troll’s Bridge, educational activities around the seeds in Abuela’s Garden, and a place where kids can jump across stepping stones, climb through a hollow log, and more.

This premier exhibit was created and co-developed by the Botanical Society and Botanical Garden staffs, educational expert Susie Monday, and SRO and Associates—all under the guidance of Nick Jr. SRO and Associates—a locally-based skilled scenic studio—has outfitted theme parks, college theaters, convention floors, and sporting events. Each of the seven stations is kid-friendly and is designed to preserve the integrity of the display gardens.

Garden guests will receive a colorful, bilingual map of all the stations along the adventure trail, modeled after maps used in Nick Jr.’s *Dora the Explorer* and *Go, Diego, Go!* animated TV shows. Guests will also have the opportunity to

purchase Dora and Diego items at The Garden Gate Gift Shop located in the Botanical Garden including branded books, backpacks, lunchboxes and more.

Admission for "Dora and Diego's Garden Adventure" is included with regular admission to the Garden: \$6 for adults, \$3 for children ages 3-13; free for Botanical Society members; and group rates for 15 or more.

"Dora and Diego's Garden Adventure" opening weekend, September 1-3, will feature an appearance and photo opportunity with Dora and Diego costume characters as well as music, arts and crafts activities, puppet shows and other family entertainment.

Dora and Diego Family Days are planned to entertain visitors young and old, with entertainment, Dora and Diego crafts and other fun activities. Family Days are scheduled for October 6, October 21 (in conjunction with the Garden's popular BOOtanica! event); November 3 (with Fall Garden Fair); and December 1 (with the Holiday Train Adventure). All Family Day activities are free with admission to the Garden. An evening preview party will be held for Botanical Society members on Friday, August 31.

In keeping with the Botanical Society's mission to "connect people to the plant world through experience, education and research," the Garden is also offering the following for "Dora and Diego's Garden Adventure": a curriculum guide specially written for this exhibit and available for teachers; a self-guided or guided tours through the Education Department at the Botanical Garden; and group rates for 15 or more people.

"Dora and Diego's Garden Adventure" is made possible by the generosity of Nickelodeon, AT&T Foundation, Elizabeth Huth Coates Charitable Trust, the Robert J. and Helen C. Kleberg Foundation, H-E-B Tournament of Champions, Valero Energy Corporation, Methodist Children's Hospital, The Swanson Foundation, Whitacre Family Foundation, Wachovia Foundation, SRO and Associates, San Antonio Water System, City of San Antonio Department of Parks & Recreation and the Ford Salute to Education. Media sponsors include *San Antonio Express-News*, KENS-5, Magic 105.3, and Univision 41/TeleFutura 17.

After six years on the air, Nick Jr.'s *Dora the Explorer* is currently the top-rated preschool program on commercial television, and continues to deliver a huge audience. *Dora the Explorer* is broadcast all over the world, teaching the majority of her viewers English rather than Spanish. Syndicated to TV broadcasters in 125 markets and translated in 24 languages, *Dora the Explorer* is a top 10 rated show in nearly every major broadcast market in the world including the US, UK, Mexico, France and China.

Since its debut on Nick Jr. in September 2005, *Go, Diego, Go!* quickly became the top-rated preschool series on commercial television. The series was the number-one program with preschoolers for five consecutive quarters, and ranks among the top preschool programs with Hispanic kids 2-5 on all of commercial television. *Go, Diego, Go!* is also appearing in a live theatrical tour, *Go, Diego, Go Live!*, currently traveling to more than 50 cities around the United States.

About the San Antonio Botanical Garden

The Garden is operated under the auspices of the City of San Antonio Department of Parks & Recreation. It is open from 9 a.m. to 5 p.m. year-round except Christmas and New Year's Day, and is located at 555 Funston at N. New Braunfels Avenue with free parking. For more information, call 829-5100 or visit www.sabot.org.

A Botanical Society membership allows visitors to enjoy admission-free daytime visits to the Garden year-round, as well as other perks. There are family and adult activities scheduled at the Garden throughout the year, including Concerts Under the Stars and Art in the Garden. Guests can enjoy these and "Dora and Diego's Garden Adventure," making it the ideal time to join the Botanical Society. Annual memberships start at \$45 for one person and one guest. For \$60, a family with two adults and up to four guests (including children or grandchildren) can enjoy membership. These and other membership perks such as invitations to receptions and special opening events like the preview party

for the Dora and Diego exhibit are outlined on the Garden's website at www.sabot.org. The Botanical Society is the 501(c)(3) non-profit support organization for the San Antonio Botanical Garden.

About Nickelodeon

Nick Jr. is a specially designed programming block airing on Nickelodeon weekdays from 9 a.m. - 2 p.m. (ET/PT). Completely dedicated to preschoolers ages 2-5, Nick Jr.'s Emmy, Peabody and Parents' Choice Award-winning programs are curriculum based, fun and commercial free. At Nick Jr., kids play to learn with innovative, original shows created just for them.

Nickelodeon, in its 28th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in almost 94 million households and has been the number-one-rated basic cable network for 13 consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

###