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## **NATIONAL GEOGRAPHIC KIDS & MAGNET MEDIA PREMIERE '50 BIRDS, 50 STATES' ORIGINAL ANIMATED SERIES**

*Series named finalist in the **Cynopsis Kids Imagination Awards***

### **FOR IMMEDIATE RELEASE**

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**NEW YORK, NY (July 06, 2015)** — National Geographic Kids and Magnet Media announce the launch of *50 Birds, 50 States*, an original, animated series created and produced by Magnet Media for National Geographic Kids' digital properties. The series was just named a finalist in the Cynopsis Kids Imagination Awards in the category of Interstitial Series.

The initial 18 episodes of *50 Birds, 50 States* will be available on the National Geographic Kids website throughout the summer. The first episode, "The State of New York," debuted on the [National Geographic Kids website](#) on June 16<sup>th</sup>, followed by California and Louisiana.

Oklahoma will launch Thursday, July 9<sup>th</sup>, and new episodes will continue to go live every week. Additionally, episodes will be available for viewing on [National Geographic Kids' channels on Roku](#) and Rovio's ToonTV in the fall.

This fun, energetic series follows Barry the Bald Eagle, America's national bird, as he soars from coast to coast, visiting each state and meeting the state birds. Each episode is an informative, animated rap music video focused on the state's history, its biggest cities, landmarks, and geographical areas of interest. It's a high-flying guided tour jam-packed with fun facts and information – and filled with catchy music that'll have kids and parents watching, sharing, and singing along.

"A rapping bald eagle and his rapping state bird pals are fun and surprising tour guides in an exciting whirlwind U.S. geography lesson," said Jennifer Emmett, National Geographic's Vice President of Content, Education & Children's Media. "Kids will love flying--and singing--along."

"We've been thrilled with this opportunity to create something new, innovative, and creative. I'm incredibly proud of it," said Megan Cunningham, Magnet Media CEO. "It's something that people of all ages can really enjoy and learn from, and it gives me a special kind of joy to watch it alongside my son and have him love every adventure Barry goes on."

This new series bolsters National Geographic Kids' already impressive collection of original series online including another produced by Magnet Media called [Nat Geo Kids on YouTube](#).

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## **THE TEAM**

### **National Geographic Kids—**

Executive in Charge of Production: *Michelle Sullivan*

Creative Producers: *Emma Rigney and Tirzah Weiskotten*

National Geographic Standards and Practices: *Todd Georgelas*

National Geographic Standards: *Todd Hermann*

### **Magnet Media—**

Executive Producers: *Drea Bernardi, Jason Bral, Megan Cunningham*

Creative Producer and Writer: *Matt Zaller*

Music: *Matthew Young and John Armour*

Lead Animator and Designer: *Alex Smith*

Designer: *Tom Grillo*

Producer: *Dan Veet*

Additional Animation support by: *Max Alex, Jae Il Son and Jack Maschka*

## **ABOUT MAGNET MEDIA**

*[Magnet Media](#) is a market leader in providing strategic and creative content solutions for brands. We specialize in telling brands' stories by producing and syndicating compelling video content, to reach and engage target audiences, and ultimately drive actions that deliver business results. Our strategic and creative capabilities have kept us at the forefront of digital media for more than 14 years, working with top worldwide brands to help them derive true business value from content solutions.*

*Magnet's clients include Google, NBC, PBS, Microsoft, Amazon, Xbox, Showtime, ABC, The Associated Press, DreamWorks Animation, and many other world-class brands.*

## **ABOUT NATIONAL GEOGRAPHIC KIDS**

*National Geographic is a global nonprofit membership organization driven by a passionate belief in the power of science, exploration and storytelling to change the world. We fund hundreds of research and conservation projects around the globe each year. With the support of our members and donors, we work to inspire, illuminate and teach through scientific expeditions, award-winning journalism, education initiatives and more.*

*For more information, visit [www.nationalgeographic.com](http://www.nationalgeographic.com) and find them on [Facebook](#), [Twitter](#), [Instagram](#), [Google+](#), [YouTube](#), [LinkedIn](#) and [Pinterest](#). National Geographic Kids teaches kids about the world and how it works, empowering them to succeed and make it a better place. National Geographic Kids inspires young adventurers through award-winning magazines, books, apps, games, toys, videos, events and a website, and is the only kids brand with a world-class scientific organization at its core. You can follow National Geographic Kids on [Twitter](#), [Facebook](#) and [Google+](#).*

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