

FOR IMMEDIATE RELEASE:



**NEW VIDEO SERIES CREATED FOR THE CHILDREN OF
SOUTH ASIA & BEYOND**

THE FLYING TENT

**A 12-PART SERIES OF SING-ALONGS & LULLABIES FEATURING A CAST
OF CHARACTERS DESIGNED & PRODUCED BY MEMBERS OF THE
ORIGINAL “THE MUPPET SHOW” CREATIVE TEAM**

July 11, 2017 – NEW YORK: International Children’s Television (ICTV) is launching a brand new series, *The Flying Tent*, developed, designed & created for the children of South Asia. Putting a colorful spin on some classic kids’ songs as well as some new tunes, this very special sing-along series will launch the first set of videos on ***The Flying Tent* channel on YouTube on July 11th** with new videos posted every Tuesday and Thursday.

The Flying Tent is an interactive early learning sing-along series presented in both English and Hindi/Urdu. The videos star a series of live-action puppets designed with specific regional influences under the creative direction of children’s television legends Kathy Mullen (“The Muppet Show” “Sesame Street” “Fraggle Rock”) and Michael Frith (“The Muppet Show” “Fraggle Rock” “Dr. Seuss”) and Curriculum Director Sharon Lerner.

“With over 500 million children under the age of 14, South Asia has the largest child population in the world, yet there is almost no educational programming designed specifically for them. We felt we needed to rectify that and so ICTV & *The Flying Tent*” were born,” said Sophie Ali, Founder & Executive Producer of International Children’s Television.

These children represent wide socioeconomic, ideological and geographical divides, but through the internet, kid’s content can now reach children everywhere, and is uniquely positioned to be a powerful 'equal opportunity' teaching tool.

The Flying Tent is chockfull of colorful and fun-loving characters.

Zum Zum a little girl elephant that loves to dance.

Auntie Pashmina a parrot with a mind of her own and a passion to play dress up.

Cha Cha Oont a camel who will likes to keep things tidy, but always finds time for tea.

Pi, a little imp with a touch of magic who can turn himself into *anything*.

Bundoo and his friends– a family of monkeys, always up for a good time (and banana, of course).

ICTV is dedicated to producing educational content that not only reflects the look and feel of South Asia, but also introduces this magical region to children everywhere.

The Flying Tent is FREE at:
[YouTube.com/c/TheFlyingTentClassicChildrensSongs](https://www.youtube.com/c/TheFlyingTentClassicChildrensSongs)

For more information go to **theflyingtent.com**

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The Team:

Sophia Ali - Sophia is the Founder of International Children's Television LLC. She has worked in film and television production in the United States, Europe and Asia for twenty-five years. Her personal experience with the shortcomings of South Asia's primarily rote-learning educational system inspired this mission. Her previous company, Sophie Ali Productions, created and co-produced *Kahani Corner*, an educational television and radio series for preschoolers, funded by Shell Oil and the British Foreign Office. Ali holds a Masters Degree in Child Development from Columbia University.

Michael K. Frith- Michael is a children's television legend. He began his career at Random House, collaborating with Theodor Geisel (Dr. Seuss) as Editor-in-Chief of the ground breaking Beginner Book Series, featuring such classics as *The Cat in the Hat* and *Green Eggs and Ham*. As Director of Creative Services for Jim Henson Productions, he later designed scores of television's most popular puppets. His many credits include *The Muppet Show*, *Fraggle Rock*, *Muppet Babies*, *The Wubbulous World of Doctor Seuss* and five Muppet movies. He co-created and was Creative Director of the award-winning PBS reading series *Between the Lions*.

Kathryn Mullen - Kathryn has thirty-five years of experience in children's educational television as a content designer, puppeteer, writer and director. Early in her career Mullen joined Jim Henson and the Muppets to become a core Muppet performer. She worked on landmark shows such as *The Muppet Show*, *Sesame Street* and *Fraggle Rock* and Muppet movies and specials. She was a creator of *Between the Lions*, for which she also wrote, performed and directed. Most recently she has created, directed and produced a series of short film teaching life saving and a peace-building messages to children around the world.

Sharon Lerner - Sharon was one of the first ten people hired to develop Sesame Street. She helped design the curriculum and then became Vice President/Creative Director of the Products Group, helping build the Sesame Street licensing program. Later, as creator and publisher of Random House Children's Media Division she produced award-winning audio, video and multimedia products featuring such classics as Dr. Seuss, Sesame Street and Richard Scarry. She was Animation/ Live-Action Film Producer for *Between the Lions*, for which she was nominated for four Emmys, winning one for writing. Lerner has also written original children's songs and best-selling children's books.

Josh Rosenzweig - Josh is an award-winning & two-time Emmy nominated Producer & Media Executive with over 20 years experience in Film & Television, specializing in Branding, Consumer & Integrated Marketing, Production/Post-Production, Development, Creative Services & PR. He has worked for Viacom in the MTV/VH1/Logo group, Here Media & Harvey Keitel's production company, The Goatsingers. A graduate from the University of Southern California, Josh has produced and directed for film, television and created award-winning digital content for such clients as AT&T, Johnson & Johnson, Buick, Stoli, Wells Fargo & ABC's "Dancing with the Stars" to name a few.