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National Fallen Firefighters Foundation to Promote Kartoon Channel! Series “Rainbow Valley Fire Department” as Educational Tool



NATIONAL FALLEN FIREFIGHTERS FOUNDATION

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Emmitsburg, MD - The National Fallen Firefighters Foundation (NFFF) continues to spread fire safety and prevention education awareness by joining forces with Genius Brands International's (GNUS) Kartoon Channel! and its Rainbow Valley Fire Department series. Together, kids, parents and educators will heed the call to action to be a hero and save lives through learning important lessons presented in the series. The NFFF will promote the series through multiple points of distribution to their network as an entertaining, free resource to be used while educating kids on the importance of fire safety and prevention.

Education and prevention are the first steps to saving lives, whether they be civilian or the lives of firefighters, that could potentially be lost due to fire,” says NFFF Executive Director Ron Siarnicki. “In partnering with Kartoon Channel! We’re able to share the message in a way that is approachable and fun for kids to engage with. That, along with the teaching guides, gets the whole family and classroom involved for an even greater impact.”

Rainbow Valley Fire Department can be streamed on Kartoon Channel!’s Kartoon Classroom and takes viewers on a magical journey far beyond the clouds to the end of the rainbow in an enchanting place called Rainbow Valley. There, children meet Rusty the Fire Chief and Pam the Paramedic who, alongside their fleet of talking, fun loving rescue trucks, work together to teach important fire safety and prevention lessons.



Rainbow Valley Fire Department is also supported with a special education supplement for educators. The Rainbow Valley Fire Department Education Series teaches students in grades

pre-K through to third grade important aspects of fire prevention with nine lesson plans. Each set of lesson plans include guided activities, classroom activities, academic activities, and coloring activities all of which support and enhance the learning and retention of the important fire prevention points outlined in the videos.

“The Rainbow Valley Fire Department series embodies our goals of providing content that’s impactful and values-driven,” commented Jon Ollwerther, President, Kartoon Channel! “We are thrilled to partner with the National Fallen Firefighters Foundation to use Kartoon Channel! And the Rainbow Valley Fire Department series as educational tools to deliver a message that can potentially save the lives of kids, families, and the firefighters that help to keep our communities safe.”

Viewers can enjoy Rainbow Valley Fire Department for free on kids’ streaming platform Kartoon Channel!, available across all mobile, tablet, digital on-demand and connected TV streaming devices, and by downloading the free Kartoon Channel! App in the App Store, Play Store, or by visiting www.kartoonchannel.com

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About the National Fallen Firefighters Foundation

The United States Congress created the National Fallen Firefighters Foundation to lead a nationwide effort to remember America's fallen firefighters. Since 1992, the nonprofit Foundation has developed and expanded programs to honor fallen fire heroes and assist their families and co-workers. The Foundation also works closely with the U.S. Fire Administration to help prevent and reduce line-of-duty deaths and injuries. For more information on the NFFF and its programs, visit www.firehero.org.

About Kartoon Channel!

Available everywhere and anywhere kids are today, Genius Brands International’s digital network, Kartoon Channel! is a family entertainment destination that delivers enduring childhood moments of humor, adventure, and discovery.

Delivering 1000’s of episodes of carefully curated free family-friendly content, the channel features animated classics for little kids, from *The Wubbulous World of Dr. Seuss*, *Babar*,

Mello Dees, *Super Simple Songs* and *Baby Genius*, and hit content for bigger kids, such as *Pac-Man*, *Angry Birds*, *Yu-Gi-Oh* and *Bakugan*, to original programming like *Stan Lee's Superhero Kindergarten*, starring Arnold Schwarzenegger, *KC! Pop Quiz* coming in 2021, and *Shaq's Garage*, starring Shaquille O'Neal for 2022. Kartoon Channel! also offers STEM-based content through its Kartoon Classroom!, including *Baby Einstein*, *Lil Doc*, *Counting with Earl* and more.

Kartoon Channel! delivers fun, positive, and purposeful content that is always free, widely available, and easily accessible across all platforms (Comcast, Cox, DISH, Sling TV, Amazon Prime, Amazon Fire, Apple TV, Android TV, Android Mobile, Google Play, Xumo, Roku, Tubi, Samsung Smart TVs, and LG TVs).

Kartoon Channel! can also be streamed through mobile device by downloading the app in App Store or Google Play Store, or on desktops by visiting www.kartoonchannel.com

About Genius Brands International

Genius Brands International, Inc. (Nasdaq: GNUS) is a leading global kids media company developing, producing, marketing, and licensing branded children's entertainment properties and consumer products for media and retail distribution. The Company's award-winning 'content with a purpose' portfolio includes the upcoming *Stan Lee's Superhero Kindergarten*, starring Arnold Schwarzenegger, for Kartoon Channel!; *Shaq's Garage*, starring Shaquille O'Neal for Kartoon Channel!; *Rainbow Rangers* for Nick Jr.; *Llama Llama*, starring Jennifer Garner, for Netflix; award-winning toddler brand *Baby Genius*; adventure comedy STEM series *Thomas Edison's Secret Lab*; and entrepreneurship series *Warren Buffett's Secret Millionaires Club*. Through licensing agreements with leading partners, characters from Genius Brands' IP also appear on a wide range of consumer products for the worldwide retail marketplace. The Company's new Kartoon Channel! and Kartoon Classroom! are available in over 100 million U.S. television households via a broad range of distribution platforms, including Comcast, Cox, DISH, Sling TV, Amazon Prime, Amazon Fire, Apple TV, Apple iOs, Android TV, Android Mobile, Google Play, Xumo, Roku, Tubi, KartoonChannel.com, Samsung Smart TVs and LG TVs. For additional information, please visit www.gnusbrands.com.

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