

**PBS KIDS Announces WEATHER HUNTERS, New Animated STEM Series**

**From Al Roker Entertainment**

*New Show to Support Young Viewers’ Understanding of Earth Science and Meteorology*

**Pasadena, CA, January 16, 2023** – Today at the Television Critics Association (TCA) Press Tour, [PBS KIDS](https://pbskids.org/) announced the production of WEATHER HUNTERS, a new animated science series for kids ages 5-8 from [Al Roker Entertainment](https://alrokerentertainment.com/) (ARE), the production company led by beloved Emmy-winning TODAY weatherman and host, Al Roker. The series is designed to support kids’ understanding of weather through adventure and comedy. The main character is 8-year-old Lily Hunter, a weather detective who shares her investigations with her family, including dad Al Hunter, voiced by Roker. The series will help further young viewers’ interest and knowledge of Earth science and meteorology, both key building blocks of climate education.

“We’re so excited to be working with Al Roker and his team to bring important weather and

Earth science lessons to kids through WEATHER HUNTERS,” said Sara DeWitt, Senior Vice

President and General Manager, PBS KIDS. “We know that parents and kids are looking for

content about weather and climate; this show is fresh, funny and forward-thinking, and will help

kids understand how weather affects their lives every day.”

"Weather Hunters has been a labor of love and a passion project for more than a decade and I cannot think of a better partner than PBS KIDS to make this dream come true," said Al Roker. “When it comes to WEATHER HUNTERS, I predict increasing animation with downpours of family friendly storytelling and a rising understanding of weather and climate on your local PBS station, pbskids.org, and the PBS KIDS Video and Games apps."

Each 22-minute episode of **WEATHER HUNTERS** will explore kid-relatable STEM-based

activities and themes, highlighting the wonder of weather within the broad field of science in

terms that all learners can understand. Topics include observing and tracking weather patterns,

exploring why weather changes can be different around the country and the world, and the

connection between humans and the environment. The series will reinforce key weather,

climate, and environmental concepts to provide building blocks for further learning.

Digital content for kids, parents and teachers will launch along with the series to reinforce the

show’s key messages and encourage further engagement.

With stories that feature warm family interactions and stunning natural weather phenomena, the

series will have a unique contemporary and original look. Created by Al Roker, WEATHER HUNTERS is being produced by New York-based Al Roker Entertainment. Tracie Brennan and Lisa Tucker (ARE) serve as Executive Producers, along with four-time Emmy Award-winning animation industry veteran, Bill Schultz (*Simpsons, Garfield, Clifford the Big Red Dog*). The original series brings together an amazing team of artists and writers for the new 40 half hour series, including notable animation director Tyree Dilihay (*Bob’s Burgers*), animation producer/director Jerry Brice, head writer John Semper (*Static Shock, Fraggle Rock*) and three-time Emmy Award winner and writer, Carin Greenberg (*Tumbleleaf)*.

Timing of the premiere will be announced at a future date.

WEATHER HUNTERS is made possible with funding from Margaret A. Cargill Philanthropies and PBS.

**About Al Roker Entertainment**

Al Roker Entertainment (ARE) is an industry-leading producer of original, award-winning TV

programs, digital content, branded entertainment, and an in-demand production company

offering an array of creative services. ARE partners with producers, directors, writers, and

media innovators, to produce content for distribution across platforms around the world,

including: broadcast, cable, digital, OTT, social, podcast, immersive, and streaming

technologies.

**About PBS KIDS**

PBS KIDS believes the world is full of possibilities, and so is every child. As the number one

educational media brand for kids, PBS KIDS helps children ages 2-8 learn lessons that last a

lifetime. Through media and community-based programs, PBS KIDS wants children to see

themselves uniquely reflected and celebrated in lovable, diverse characters who serve as

positive role models, and to explore their feelings and discover new adventures along the

way. Families can stream PBS KIDS for free anytime, no subscription required. A large

collection of mobile apps and pbskids.org provide accessible content that spark kids’ curiosity.

PBS KIDS and local stations across the country support the entire ecosystem in which children

learn and grow – including their teachers and caregivers, parents, and community – providing

resources accessible anytime and anywhere. For more information, visit pbs.org/pressroom, or

follow PBS KIDS on Twitter, Facebook and Instagram.

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