



Air Date

Air date announcement: *Big Ted's Excellent Adventure: 50 Years of Play School* will air on Sunday, 10 July, 7:40pm on ABC

This year, iconic Australian television program *Play School* celebrates 50 years on air as the nation's most respected, trusted and longest-running children's series. To mark this momentous milestone fellow national TV treasure **Kate Ritchie** will present *Big Ted's Excellent Adventure: 50 Years of Play School* on Sunday, July 10 on ABC.

The documentary takes a nostalgic journey through Aussie childhood, reliving the laughter and delights of half a century of *Play School* while charting 50 years of the nation's social history. Well known Australians, including, **Mikey Robins, Hannah Gadsby, Nazeem Hussain, Craig McLachlan** and members of the original **Wiggles**, will share their personal memories of the show, alongside anecdotes from past and current *Play School* presenters, including **Benita Collings, John Waters** and **Justine Clarke**.

Big Ted's Excellent Adventure: 50 Years of Play School is a Fredbird Entertainment production for ABC TV.

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Notes to Editors:

For more information, images and interviews please contact Safia van der Zwan, Publicist, ABC TV, vanderzwan.safia@abc.net.au / 02 8333 3846

The ABC is celebrating *Play School*'s 50th with a range of special content designed to help celebrate the occasion with generations of Australians who have grown up with the program as an essential part of their childhood.

Play School is supported by numerous brand extensions, including books, DVDs and video content, music, apps and a full merchandise range. 45% of Australian parents with preschoolers own a *Play School* product. Since 2001, more than 1 million children have experienced the magic of a live *Play School* Concert.

About *Play School*:

- *Play School* is a 27 minute program for preschool children made by ABC's Children's Television in Sydney

- *Play School* airs on ABC KIDS, weekdays at 6:00am, 9:30am, 12:30pm and 3:30pm and weekends at 9:30am and 3:30pm, and is available on ABC iview
- *Play School* was first broadcast in Australia on July 18, 1966
- The ABC has made approximately 2250 episodes of *Play School*
- With an emphasis on “learning through play”, *Play School* aims to reflect a modern, multicultural Australian society with a range of family situations and experiences
- Together, *Play School* apps *Art Maker* and *Play Time* have had over 90 million sessions and 550 million screen views since their release in 2011 (*Art Maker*) and 2013 (*Play Time*)