

# Whole Foods Market partners with PBS KIDS show ‘Wild Kratts’ on back-to-school products

‘Wild Kratts’ products will be available in stores this July

AUSTIN, Texas (July 19, 2016) – Whole Foods Market is partnering with PBS KIDS’ top-rated show, “Wild Kratts,” to bring series-inspired products to stores across the U.S.

Beginning this month, Whole Foods Market will offer a variety of new products, including: Wild Kratts Organic Creature Crackers, Wild Kratts Creature Power Multi-Vitamin Gummies, Wild Kratts Foaming Body Wash, Wild Kratts Bubble Bath and Wild Kratts Insulated Lunch Totes. These back-to-school products will be easily recognizable to fans and will include images of “Wild Kratts” characters Aviva, Chris, Martin—and some of their animal friends. Items in the “Wild Kratts” line will range in price from \$3.99 to \$9.99.

“We are very excited to be partnering with a brand like ‘Wild Kratts,’ which is dedicated to getting children excited to learn about animals and their habitats,” said Brianna Blanton, brand manager for Whole Foods Market’s store brands. “Our goal is to bring the contagious energy of this animal-centric show to our shelves for our young shoppers and their families to enjoy.”

In “Wild Kratts,” Chris and Martin Kratt travel the world on creature adventures and teach viewers about the unique animals they encounter. They explain basic physics, biology and chemistry topics while developing observation and investigation skills.

“The partnership between Wild Kratts and Whole Foods Market is a truly natural one.” Says Chris Kratt, creator, producer and co-star of Wild Kratts and co-founder of The Kratt Brothers Company. “Whole Foods Market is a leader in delivering the kind of wholesome, healthy products that can sustain any active ‘creature adventurer’ young or old!”

“Wild Kratts” is a favorite among 6- to 8-year-olds in 180 countries and is broadcast in 18 different languages. In 2016, the TV series was nominated for a Daytime Emmy Award for “Outstanding Writing in an Animated Program,” which was its fifth Emmy nomination since the show debuted in January 2011. “Wild Kratts,” produced by The Kratt Brothers Company and 9 Story Media Group, airs daily on PBS.