



Earth to Luna!, Pinguim and Discovery Kids Latam, Brazil

“With the arrival of the coronavirus pandemic the dynamic of many homes with children has completely changed. School suspended, parents working from home, children with a lot of energy locked in small spaces, summing up, a big adaptation for a lot of families. Trying to solve this equation and to help provide a more peaceful environment for kids and parents, Pinguim Content, creator of the show Earth to Luna!, decided to invest in the development of a lot of content for the little ones. The idea is to transform this period into an opportunity to learn a bit more about science, while strengthening the bond between parents and children! And when it comes to science and kids, Luna does it better. Luna is a very curious girl and she’s full of questions. Passionate about science, she loves to do experiments and play make believe. When she starts an investigation, she doesn’t give up until she finds an answer! Or... a new question! After all, one question always leads to other questions and that’s why science is so incredible! The show sparks kids’ curiosity for topics related to chemistry, physics, biology and astronomy. It navigates in a playful way on scientific methods, showing ways to find answers through music and imagination. At first, the concern was to help parents explain to children what was happening in a light and entertaining way. That’s why Pinguim created a booklet where Luna explains to Jupiter and Clyde what the coronavirus is. (...) Another hit material that has been helping parents explaining to their kids why we need to wash our hands is the episode “One hand washes the other”, the most watched video on Luna’s Portuguese YouTube channel. For the smaller kids, the company has just released the episode’s song videoclip, in a special extended version. (...) Last but not least, to ensure entertainment to the children at home, Pinguim has also developed a series of fun and educational content. The idea is to show that creativity can help adapt the new routine with the entire family at home in an easy and more fun way.”

<https://pinguimcontent.wixsite.com/tvpg>

<https://www.discoverykidsplus.com/>