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**Hit show 'Moochie Kalala Detectives Club' inspires Gov. Rauner's
'Science Detectives Week' and a regional mission to excite kids to discover science**

The TV show's new presenting partner, Subway, will fuel STEM-education movement through educator grants and 'science detective' school events across Chicagoland

CHICAGO (April 22, 2015) – It first blasted off in January 2015 as a kids TV show on WTTW designed to inspire Chicagoland kids to discover science.

Now the Chicago-made show, "Moochie Kalala Detectives Club," has inspired Gov. Bruce Rauner to declare Illinois' first "Science Detectives Week" from May 4-10, 2015, the center of a STEM-education movement across Chicagoland. The kids show's new presenting partner, Subway, will be "fueling the 'science detective' rocket" that will bring science events to schools across the region, science grants to local teachers and free science activities to parents and classrooms.

"In just a few months, 'Moochie Kalala Detectives Club' has become so much more than just a fun kids TV show that creatively encourages science exploration," says Estlin Feigley, director of Dreaming Tree Films, the company behind the kids science show. "It's become a Chicagoland movement that has brought together local schools, officials, businesses, museums and STEM-education advocates who all realize the importance of getting kids interested in science at a young age to encourage them to pursue STEM fields as adults."

'SCIENCE DETECTIVES WEEK' IN ILLINOIS

By declaring May 4-10, 2015, as "Science Detectives Week," Gov. Bruce Rauner has proclaimed his support for inspiring local kids to discover science and pursue careers in STEM fields, recognizing the role "Moochie Kalala Detectives Club" plays in presenting science as fun, exciting and entertaining to his youngest constituents.

And other officials have joined the "Moochie movement" during the week. As part of "Science Detectives Week," Congressman Bill Foster will host and attend an event in Aurora at Fred Rodgers Magnet Academy (one of the starring six Chicagoland schools on "Moochie Kalala Detectives Club"). Foster has been a long-time advocate of STEM education (a scientist himself, he is the only physicist in Congress).

SCIENCE GRANTS & DVDS TO EDUCATORS

Fueling the governor's proclamation, "Moochie Kalala Detectives Club's" new presenting sponsor, Subway Restaurants of Greater Chicagoland and NW Indiana, will be delivering science grants and catered lunches to teachers in Chicagoland and Northwest Indiana, as well as helping to deliver complimentary DVDs to schools and libraries across the region.

"At Subway, we're proud to offer parents the best of both worlds: great-tasting meals their kids love that are also healthy, fresh and nutritious," says JoAnn Bachewicz, local owner of Subway restaurants. "'Moochie Kalala Detectives Club' offers that same balance because it's fun for kids, like ice cream, but parents know it's good for them, like broccoli."

Another local owner, Phil Mesi, says his restaurants are among 800 local Subways that will host in-restaurant fun to help kids in their neighborhoods discover science. "We're all passionate about supporting education in the communities we serve, and we can't wait to bring science-exploration fun to our local kids through our new 'Moochie Kalala Detectives Club' partnership."

'MOOCHIE KALALA' SCIENCE EVENTS AT MULTIPLE SCHOOLS

"Moochie Kalala Detectives Club" presented by Subway is hitting the road through spring, and visiting nearly 10 public schools for school-wide assembly screenings featuring hands-on science from our partners including Adler Planetarium, Museum of Science & Industry and Nancy B's Science Club™ (the award-winning line of science toys from Educational Insights.)

Additional science demos and activities for students will be provided by NorthShore University HealthSystem, Sylvan Learning and Peoples Gas and North Shore Gas. Schools who would like to have an event at their schools can email moochiekalala@dreamingtreefilms.com.

MORE 'SCIENCE DETECTIVE' ADVENTURES ACROSS CHICAGOLAND

Other "Moochie Kalala" partners are also making it easy for local families to discover science:

- **Whole Foods Market's Chicago** stores are giving away tickets to the museums seen on "Moochie Kalala Detectives Club." Each month, local stores are showing their love for a different featured Museum by giving away kids' passes and free episode downloads.
- **Frank Lloyd Wright Trust**, one of the six starring museums from the show, is offering 1,000 two-for-one tickets on Mondays through June 30, 2015, to its Self-Guided Historic Neighborhood Walking Tour around Oak Park, home to the world's largest collection of Frank Lloyd Wright-designed buildings. Use code moochie when purchasing tickets at flwright.org or [312.994.4000](tel:312.994.4000).

ABOUT 'MOOCHIE KALALA DETECTIVES CLUB' presented by Subway

The show follows two kids and Chicagoland residents, Mandy (Evelyn Alumbremos) and Kyle (Gregory Vasquez) as they form a "detectives club" to uncover the scientific truth behind their grandpa's (Police Academy star and Saturday Night Live original, Tim Kazurinsky) wild folk stories. After each crazy tale, Mandy and Kyle travel to actual museums, zoos and cultural institutions to meet with real scientists, zoologists and architects. "Moochie Kalala Detectives Club" broadcasts on WTTW-PBS (Channel 11) at 7 a.m. on Saturdays, and 11 a.m. on Sundays.

In each episode, the kids meet Chicagoland's real celebrities, the brilliant scientists of the city's nationally applauded cultural institutions.

- Episode 1 features the Adler Planetarium with Astrophysicist Mark Hammergren, PhD
- Episode 2 features Museum of Science and Industry with Physicist Dr. Olivia Castellini, PhD
- Episode 3 features Lincoln Park Zoo with Primatologist Dr. Steve Ross, PhD
- Episode 4 features The Field Museum with Paleontologist Bill Simpson
- Episode 5 features Frank Lloyd Wright Robie House with Historical Architect Royce Yeater
- Episode 6 features Shedd Aquarium with Marine Mammals Trainer Elizabeth Davis

About the Producer, Dreaming Tree Films

Chicago's own Dreaming Tree Films has been creating youth-centric TV shows, films and original content since 2002, all purposed to make a difference in young lives. Before the release of "Moochie Kalala Detectives Club," Dreaming Tree released "The Stream," a coming-of-age family comedy, benefitting Boys & Girls Clubs of America and featuring Mario Lopez (Extra), Kelly Rutherford (Gossip Girl), Christopher Gorham (Covert Affairs) and Rainn Wilson (The Office). Other Dreaming Tree projects include *All Access*, a music documentary featuring Blink 182, Weezer, and *Got Noise*, an original production of Usher's music videos by youth. Dreaming Tree Films is located on Chicago's northside. <http://www.dreamingtreefilms.com>

About Subway Restaurants of Greater Chicagoland and NW Indiana

Subway Restaurants, with more than 800 locations in Greater Chicagoland and NW Indiana, are 100% locally owned and operated and provide jobs for nearly 8,000 local Chicago and NW Indiana residents, while providing more than 350,000 Fresh Fit Meals per week for Chicagoans looking for a delicious and healthy meal! Subway has made it possible for thousands of individuals to build and succeed in their own businesses here in Greater Chicagoland and throughout the world.