



FOR USE AT WILL

RAINBOW BRITE
OFFERS MORE THAN ACTION & ADVENTURE

Rainbow Brite, a special three-part mini-series for the entire family will be coming to television in December. According to a psychologist at the University of Missouri - Kansas City, the three half-hours offer more than just action and adventure. The program focuses on many positive lessons that enhance a child's development.

Dr. R. Chris Martin, a full-time faculty member and a consulting psychologist for Hallmark Cards, Inc. stated that the Rainbow Brite story focuses on positive values like leadership, teamwork and problem-solving skills.

"Rainbow Brite", a creation of Hallmark Properties, is the story of a young girl who is responsible for bringing color to the world. She lives at the end of the rainbow with the color kids, the sprites, and a magical flying horse named Starlite. Rainbow Brite's job, to bring color to the world, is made more difficult by two gloomy characters, Murky Dismal and his sidekick Lurky, who want to drain the earth of it's color.

Throughout all three episodes, Rainbow Brite and her friends work together to ward off the evil forces of Murky and Lurky, as well as a new villain, the Monstromurk, who is introduced in the second and third episodes. The story demonstrates to children that if people work together under strong leadership, their goals can be accomplished. It also illustrates that, even in everyday life, it is sometimes necessary to fight bad feelings. "Children learn through this series that there's always a Murky Dismal around to rain on their parade if they let him", said Martin.

Each episode is full of bright, bold colors. Martin also stated, "Research shows that colors can enhance a child's emotional development by

tapping the creative and imaginative instincts in all of us."

Rainbow Brite and her friends help teach children to look at the bright side of things, to concentrate on the positive; demonstrating the belief that in the end, good will triumph over evil - which Rainbow Brite always does.

The special three-part mini-series, presented by Hallmark Properties, produced by D.I.C. Productions and distributed by SFM Entertainment, will air on _____ at _____ over Channel _____.