

## Mutual of Omaha's Wild Kingdom

*Mutual of Omaha's Wild Kingdom*, which premiered on network television on Jan. 6, 1963, is one of the most loved and respected wildlife programs in television history. It took viewers to the far corners of the world and studied wild animals in their natural habitats.

The show pioneered the format now common to nature shows, which builds a suspenseful story around the very real challenges faced by the hosts and camera crews in the wild.

Hosting duties were handled by Marlin Perkins, who was joined by several field correspondents, including subsequent hosts Jim Fowler and Peter Gros. *Mutual of Omaha's Wild Kingdom* was seen on network prime-time television until 1971, when it was syndicated on the Mutual of Omaha National Syndication Network. More than 200 local television stations joined the network, enabling the show to reach the largest audience in its history.

*Wild Kingdom*, which received 41 major awards including four Emmys, remained in production through 1985 and in syndication through the mid-1990s.

*Wild Kingdom* played a prominent role in Mutual of Omaha's overall brand revitalization effort, which began in 2001. In that year, the company launched the Mutual of Omaha's Wild Kingdom Kids' Summit, a nationwide essay contest that challenged young people to brainstorm ideas to help save threatened and endangered species. The contest, which selected one child from each state to attend the Wild Kingdom Kids' Summit, was held annually through 2005.

In 2002, *Mutual of Omaha's Wild Kingdom* returned to television with an all-new series of one-hour specials on the Animal Planet network. For the 2003-2004 season *Wild Kingdom* returned to its historic Sunday evening time slot, and in 2005 it became a weekly one-hour show, leading off Animal Planet's Sunday prime time programming. *Wild Kingdom* remained a mainstay of Animal Planet's Sunday night programming through 2011.

The 2005 premiere of Mutual of Omaha's Wild Kingdom Adventure Tour, a unique mobile interactive experience that conveyed the excitement and adventure of the Wild Kingdom, added a new dimension to Mutual of Omaha's Wild Kingdom brand. The Adventure Tour made appearances at fairs and festivals around the country through 2009.

Since 2009, fans of the original *Wild Kingdom* have been able to relive some of their favorite memories of the original show by watching full episodes for free on the [Wild Kingdom TV YouTube Channel](#). They can also connect and interact with Wild Kingdom by liking the [Wild Kingdom TV Facebook page](#).

To learn more about Mutual of Omaha's Wild Kingdom, log on to [www.wildkingdom.com](http://www.wildkingdom.com).

