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Contact:

Andrea Groom
(402) 965-4324 office
(616) 481-3302 mobile
agroom@bozell.com

Jim Nolan
(402) 351-2944 office
jim.nolan@mutualofomaha.com

***WILD KINGDOM LAUNCHES NATIONWIDE SEARCH FOR A “WILD GUIDE”
America Will Vote on Who Will Host the All-New Webisode Series***

(OMAHA, Neb. – March 12, 2013) – Mutual of Omaha is scouring the country for a [“Wild Guide”](#) to host anew webisode series of the original wildlife TV show, *Mutual of Omaha’s Wild Kingdom*. The “Wild Guide” will win \$10,000 and the opportunity of a lifetime, taking viewers on all new adventures into the modern-day wild kingdom. The series premieres on the [Wild Kingdom TV](#) YouTube channel this fall.

Interested applicants are asked to visit www.wildkingdom.com and submit a short video explaining or showing why they should be the next “Wild Guide.” The ideal candidate will be lively, entertaining and interested in learning about wildlife along with the viewers. Candidates are not required to be wildlife experts or have any prior experience working with animals. Video submissions will be accepted through April 24.

“This really is the opportunity of a lifetime for a Wild Kingdom fan,” said John Hildenbiddle, senior vice president of brand management, Mutual of Omaha. “We made history as the first wildlife TV show, and will continue to pioneer exploration and discovery into the wild kingdom using the latest technology and actively involving our worldwide network of online fans.”

A panel of judges will select 10 finalists for a public online vote May 10 – 23. The three finalists with the most votes will be announced on May 29 and participate in an audition. The “Wild Guide” will be announced on July 15.

The search for a “Wild Guide” to host the webisode series is part of the 50th anniversary celebration of *Wild Kingdom*. Webisodes will feature *Wild Kingdom’s* classic blend of entertainment, fun and cutting-edge adventure, redefined for today’s generation of viewers. By engaging the public in the selection of a new host and leveraging the latest technology, Mutual of Omaha hopes to introduce *Wild Kingdom* to new generations.

Mutual of Omaha also unveiled a free, first-of-its-kind mobile adventure iPhone app, [My Wild Kingdom](#), which enables users to add virtual animals to any photo or video and share instantly with friends. *My Wild Kingdom* is the only app of its kind and is free through the Apple App Store.

Mutual of Omaha's Wild Kingdom, which premiered on network television on Jan. 6, 1963, pioneered the format of wildlife TV and remains one of the most loved and respected wildlife programs in TV history. *Wild Kingdom* received 41 major awards including four Emmys and an endorsement by the National Parent Teacher Association (PTA) for television recommended for family viewing. To learn more about *Mutual of Omaha's Wild Kingdom*, visit www.wildkingdom.com.

Full episodes available on [Wild Kingdom TV](#)
Wild Kingdom on [Facebook](#)
Wild Kingdom on [Twitter](#)

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