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WILD KINGDOM ANNOUNCES “WILD GUIDE” CONTEST SEMI-FINALISTS Voting Opens for America to Decide Who Will Host the All-New Webisode Series

(OMAHA, Neb. – May 10, 2013) – Mutual of Omaha today announced the 12 semi-finalists who will compete for America’s vote to become the next “Wild Guide” for *Mutual of Omaha’s Wild Kingdom*. The “[Wild Guide](#)” will win \$10,000 and host a new webisode series of the original wildlife TV show, premiering this fall on the [Wild Kingdom TV](#) YouTube channel.

The semi-finalists are:

- Stephanie Arne of Honolulu, Hawaii
- Joanna Brodecki of Lisle, Ill.
- Reggie Busse of Omaha, Neb.
- Erik Callender of Hauppauge, N.Y.
- Tim Davison of Wahoo, Neb.
- Charles Lee of Honolulu, Hawaii
- Matt Mundy of New York, N.Y.
- Jasen Nielsen of Washington, Utah
- Tim Oliphant of Overland Park, Kan.
- Sophie Shrand of Somerville, Mass.
- Thiago Silva of El Paso, Texas
- Kevin Zimmer of Pawleys Island, S.C.

Semi-finalists were selected by a panel of judges comprised of officials from Mutual of Omaha and national promotion marketing company Marden-Kane.

The public can view semi-finalist video submissions and cast their vote for the next “Wild Guide” at www.wildkingdom.com/nextwildguide or www.youtube.com/user/wildkingdomtv until midnight EDT on May 23. One vote per individual per day will be accepted. 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 “Wild Guide” will take viewers on new adventures in the modern-day wild kingdom. Webisodes will feature *Wild Kingdom’s* classic blend of entertainment, fun and adventure, redefined for today’s generation of viewers.

“The online Wild Guide vote gives fans young and old a voice in the future direction of Wild Kingdom,” said John Hildenbiddle, senior vice president of brand management, Mutual of Omaha. “Fifty years ago we made history as the first wildlife TV show, and will continue to engage viewers in the wild kingdom using the latest technology and actively involving our worldwide network of online fans.”

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. The app, which was recently named Mobile of the Day by Favourite Website Awards (FWA), is available for 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](#)
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