DreamWorks, a leader in kids and family animation, has joined forces with Universal Kids to bring an iconic character to life in the new animated series *Where’s Waldo?*. DreamWorks’ established fan base on Universal Kids outperforms the network norm and expands our programming. We’re giving viewers more of what they want within a trusted environment, where imagination and adventure soars.

Waldo and Wenda are members of the Worldwide Wanderer Society, the international order of curious travelers who circle the globe celebrating cultures and solving problems through observation. Their mentor and seasoned wanderer, Wizard Longbeard, sends these inquisitive young adventurers on international missions but standing in their way is their rival Odlulu, who can’t help but cause trouble wherever she goes. With passionate consumers and bold programming, Universal Kids is the new home for one of the most recognizable characters in the world.