THE WILD AND KIND KIDS PODCAST

Wild and Kind Kids is a screen-free podcast for curious kids ages 3–10 and their grown-ups. Hosted by a mom and her two kids, each episode spotlights one incredible animal, inviting kids to move, discover real science, listen to an original story, and take on a mission to help our world.

32K
DOWNLOADS LAST 30 DAYS

SIGNAL AWARDS 2026 SILVER WINNER

5.0★
APPLE PODCASTS

400+
KIDS CLUB MEMBERS

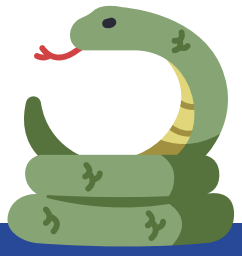
MORE THAN A PODCAST

- **Kids help choose the adventure.** Every new episode now features an animal requested by a Wild and Kind listener.
- **The learning keeps going.** Free coloring sheets and episode extensions turn listening into hands-on exploration, play, and discovery.
- **Curiosity continues between episodes.** Our community of 3,400+ Instagram followers gets even more animal facts, activities, behind-the-scenes fun, and ways to explore.
- **We're building a community of curious kids.** More than 400 kids joined our first Kids Club, a week-long extension of Wild and Kind filled with books, activities, challenges, and ways to help wildlife.

A GROWING COMMUNITY

- **Kids come back for more.** More than 80% of our episode catalog showed repeat listening on Apple Podcasts over the last 60 days.
- **Built for repeat listening.** 81% of Wild and Kind episodes showed average consumption above 100% on Apple Podcasts over the last 60 days. Evidence that families return to favorite episodes.
- **Our library keeps working.** Nearly half of Apple plays over the last 60 days went to episodes from our back catalog.
- **Families keep discovering us.** Since March, monthly downloads have grown rapidly, increasing by roughly 50% month over month on average.

"We absolutely love this podcast. Each episode is such a great balance between animal facts and fun stories to keep their attention. We told everyone at our local zoo to listen!"
– Kids Club Parent



WHY WILD AND KIND?

Wild and Kind is designed to be a place families can say “yes” to. It’s thoughtful, joyful, screen-free content and experiences that treat kids as capable, curious learners.

- **Real science, carefully researched.** Every episode begins with the real science of an animal and its habitat.
- **Stories with heart.** Original stories help kids explore kindness, courage, curiosity, and what it means to care for the world around them.
- **A real family behind the microphone.** Wild and Kind is hosted by a mom and her two kids, creating the warm, playful feeling of learning alongside another family.
- **Recognized by the kids’ audio community.** Wild and Kind is a member of Kids Listen, a nonprofit organization championing high-quality podcasts and audio created especially for children. We appear on SoundCarrot, KidsPod, and Kids Podcasts for kids.
- **An expanding world.** Each episode comes with suggested readings, coloring sheets, and activities. Future plans include trivia-only episodes, an educator-specific portals, and books to bring Wild and Kind into the physical world.



OUR MISSION IS SIMPLE: A WILDER, KINDER WORLD.

LET'S BUILD SOMETHING WILD AND KIND TOGETHER.

Wild and Kind partners with organizations that share our belief in curiosity, childhood, and the natural world.

Potential collaborations include:

- **Episode sponsorships:** Support an individual animal adventure or series.
- **Branded learning experiences:** Create activities, challenges, printables, or Kids Club experiences connected to your mission.
- **Expert & conservation partnerships:** Bring scientists, educators, zoos, aquariums, and conservation organizations into episodes and resources.
- **Giveaways & product partnerships:** Introduce families to books, experiences, products, and tools that extend their exploration.
- **Custom content:** Collaborate on original audio stories, mini-series, trivia episodes, or other special projects.
- **Mission partnerships:** Give kids meaningful opportunities to learn about and support wildlife conservation.

HAVE AN IDEA WE HAVEN'T THOUGHT OF YET?

We love creative partnerships. If your organization helps kids stay curious, explore the natural world, or make a difference, we'd love to hear from you.

