



Live Your Dreams (Kermit the Frog) Backstory

When Kermit the Frog sprang from the imagination of creator Jim Henson over 50 years ago the world was given a new friend whose endearing qualities continue to charm each succeeding generation. Remarkably, most never really outgrow the connection with Kermit the Frog. His personality transcends mere toys and action figures because Kermit the Frog is someone we know. We've lived along with him through good days and bad and observed how he keeps a perspective on whatever comes his way. Green and fuzzy, this delightful character has become part of our lives. Jim Henson gives an insight into the comfortable world Kermit the Frog draws us into, "There is a sense of our characters caring for each other. A positive feeling, a positive view of life. That's the key to everything we do."

Kermit the Frog is also a dreamer and an inspiration for our own goals and aspirations. After all, if a Frog can accomplish so much, we can do something too!

We came to know Kermit the Frog when Sesame Street introduced him and many other enduring characters in 1969. Yet, the beginnings trace back to Jim Henson's childhood where his family was very supportive of his creativity. In particular, his maternal grandmother who was an avid painter, quilter and needle worker encouraged young Jim to use his imagination and to take delight in the world around him.

Since then, the TV shows, movies and personal appearances around the world have made Kermit the Frog worthy of star status. Yet, he remains as loveable as the first time we encountered him. Perhaps a clue to Kermit the Frog's humility comes from a line in his well known song, "It ain't easy being green." As we grow and change it's nice to have a hero that stays the same—one that serves as a real inspiration to "Live Your Dreams."

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