

**Powerhouse Team of Kids & Family Executives and Storytellers Unite to Launch Premium Content Company for Brands: The Kids' Table**



*(L-R: **Michael Sammaciccia**, **Nikki Reed**, **Brent Coble**, **Angela Silak Vargas**, **Chris Viscardi**)  
Courtesy / Michael Gauthier*

**Los Angeles, CA — [April 22, 2025]** — A dynamic collective of Kids & Family writers, directors, producers, and executives from Nickelodeon, Disney, Apple TV+, YouTube, and Max have joined forces to launch **The Kids' Table**, a premium content company for creators and brands.

"We formed The Kids' Table because we've been coworkers, friends, and fans of one another for years," said co-founder Michael Sammaciccia. "We share the same values about the work we do and the audience we love, and we see an incredible opportunity for brands to connect with kids and parents."

At a time when streamers and traditional media are investing less in original Kids & Family entertainment, The Kids' Table will partner directly with brands and generate new opportunities to produce and distribute content. While brands provide the name recognition, The Kids' Table will provide the expertise to deliver high-quality, evergreen stories and build franchises that reach kids wherever they are, on screens, platforms, and devices worldwide.

“We are not consultants,” said co-founder Chris Viscardi. “We’ve spent our entire careers crafting characters, creating unforgettable worlds, and producing stories that kids and families return to again and again. Now, we’re ready to deliver the same results to brands.”

The leadership team includes:

**Chris Viscardi** – A writer, producer, and former head of Nickelodeon Animation with writing credits that include *The Adventures of Pete & Pete* and global movie hits *Alvin and the Chipmunks*, *The Tale of Despereaux*, *Snow Day*, and *The Plankton Movie*.

**Nikki Reed** – A creative executive and executive producer from Max, Disney, and Paramount Television best known for launching beloved franchises including *Jessie*, *Descendants*, and *National Treasure*.

**Michael Sammaciccia** – A producer, filmmaker, and executive who made over 30 movies as the head of Nickelodeon Original Movies and the blockbuster family films *Holes*, *The Chronicles of Narnia*, *Bridge To Terabithia*, and *Spy Kids*.

**Angela Silak Vargas** – A creative executive from Nickelodeon and Apple TV+, known for shaping educational and curriculum-based preschool content including Emmy-nominated series *Slumberkins*, *Interrupting Chicken*, and *Get Rolling With Otis*.

**Brent Coble** – A digital content strategist and director/producer for YouTube, Nickelodeon, Jubilee Media, and Google who has built digital-first IP for high-profile brands like the NFL and Hulu, generating over a billion views and fueling audience growth across TikTok, Snapchat, and Instagram.

The founders’ decades of experience developing award-winning animation, live-action movies & series, preschool hits, and global franchises makes the company the go-to partner for brands and creators looking to form deep emotional connections with kids and families.

“Our goal is to make meaningful content that parents want to share with their kids,” said co-founder Angela Silak Vargas. “We know how important co-viewing is for families, and our expertise uniquely positions us to help brands become a trusted partner to parents.”

The Kids’ Table offers original IP development, adaptation of existing material, content slate building, full-scale production, content extensions, and licensing. Digital distribution will play a key role in The Kids’ Table’s strategy.

“YouTube is the #1 destination for kids, and we plan to meet them where they are,” said co-founder Brent Coble. “Whether it’s YouTube creators wanting to expand to a new demo or brands aiming to amplify their YouTube presence, we are well equipped to achieve those goals.”

The company is actively developing partnerships across a wide spectrum: from YouTube creators and celebrity talent to consumer product manufacturers, retailers, foundations, and family-first brands looking to build lasting relationships with young audiences.

“We all remember sitting at the kids’ table. It’s where imagination runs wild, creativity thrives, and the best stories unfold,” said co-founder Nikki Reed. “That’s the spirit we’re bringing to every project, and we invite digital creators and global brands to pull up a chair.”

**Media Contact:**

Angela Silak Vargas

(818) 794-0408

[info@thekidstablecontent.com](mailto:info@thekidstablecontent.com)

[www.thekidstablecontent.com](http://www.thekidstablecontent.com)

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