



Wildbrain expanding 'Gabba' brand

Producer kicking off U.S. tour, releasing CD

By MICHAEL SCHNEIDER
Friday, October 2, 2009

"Yo Gabba Gabba" producer [Wildbrain](#) is looking to expand the hot preschool brand, kicking off a U.S. tour and releasing the show's first-ever companion CD.

Brand extension comes as Nickelodeon's newly rebranded Nick Jr. channel -- formerly known as Noggin -- prepares to premiere a week of new "Yo Gabba Gabba" episodes on Oct. 12.

The show's first-ever tour, "Yo Gabba Gabba! Live: There's a Party in My City," begins on Saturday, Nov. 14, at Los Angeles' Shrine Expo Hall. Future dates include stops in Chicago and New York.

The tour will feature music, animation, games, singing, dancing and special musical guests. "Gabba" host DJ Lance Rock will lead the proceedings, along with the live-action characters from the show, which include green monster Brobee and red Cyclops Munro.

The show's soundtrack, "Yo Gabba Gabba! Music Is Awesome," hits stores on Oct. 20 and features a variety of tunes from the series.

On Nick Jr., the toddler skein returns with episodes featuring guests such as Andy Samberg, the Roots, MGMT and Lady Tigr. Show themes include "Art," "Family," "Band" and "Dress Up."

Wildbrain is currently shooting the third season of "Gabba," which comes from creators Christian Jacobs and Scott Schultz. Nickelodeon, meanwhile, officially rebranded its channels -- including Nick Jr. -- on Monday afternoon.