



'Gabba' grabs kids, parents

By HAL BIENSTOCK

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LIVE ENTERTAINMENT

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Special to amNewYork

Christian Jacobs and Scott Schultz's life stories will be familiar to many 30-something dads. The childhood friends spent 15 years playing in bands and making skateboarding videos.

As they got older, they wanted to share their passions with their children, only to discover that their kids were more interested in watching shows full of repetitive, simple songs that drove adults insane.

"I guess those shows are OK for kids, but they made us want to walk out of the room and bang our heads against the wall," Jacobs said. "We realized something was missing in terms

of creating a connection with parents that would make us want to watch TV with our kids."

Jacobs and Schultz decided to do something about it, creating "Yo Gabba Gabba!" a musical variety show that uses hip-hop and indie rock to teach kids life lessons. They took it to several production studios only to find that no one cared. So they did the only thing they could — put a trailer online.

Before long, it blew up and studios were calling them. And studios weren't the only ones. Actors and

musicians including Jack Black, Biz Markie, The Roots and MGMT have appeared during the show's first two seasons on Nickelodeon.

Now, "Yo Gabba Gabba!" is going on tour with its full cast of puppets and some surprise guests.

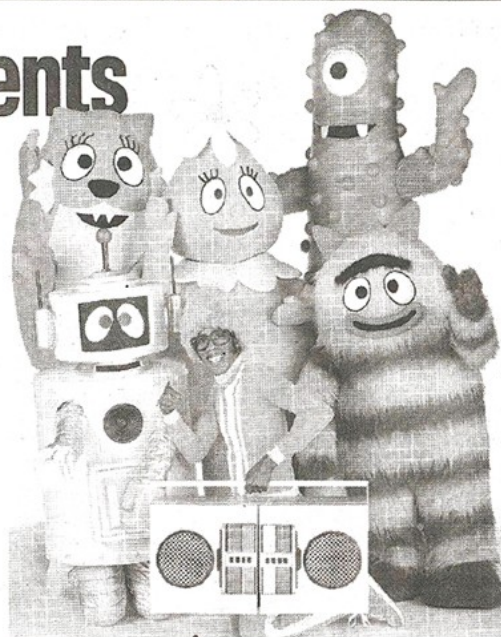
"A kids' show is a totally different thing," he explained. "We've been spending a lot

of time creating a big, slick production that reflects the TV show. With kids, you can't just walk out there and start playing. It has to be a little more exciting than what you'd do at a rock club."

ON STAGE

'Yo Gabba Gabba!' is at Beacon Theatre on Saturday.

- Times: 11 a.m., 2 p.m. & 5 p.m.
- Tickets: \$40-\$75
- 2124 Broadway, 212-496-7070



Lance Robertson and the cast of "Yo Gabba Gabba!"