

ANIMATION MAGAZINE

Nick Jr. Grabs *Yo Gabba Gabba!*

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This fall, a colorful group of TV puppets will be ready to sing, play and dance along for preschoolers! Produced by W!LDBRAIN and The Magic Store, *Yo Gabba Gabba!* mixes live action puppets and animation in a magazine-style format and has been picked up by Nickelodeon's preschool block Nick Jr. for 20 episodes. The half-hour show will use beat-driven music and song with a retro feel to enlighten preschoolers on simple life lessons. *Yo Gabba Gabba!* is punctuated by animated segments, real kids and special guests as well as vibrant puppet friends. This will be the first project produced by neophyte studio The Magic Store following the viral frenzy the trailer created online.

The series will also star Host DJ Lance Rock (Lance Robertson) who will bring life to the colorful, friendly puppet characters and thus facilitate the education of youngsters through song and dance. The show will air on Nickelodeon's Nick Jr. programming block that runs weekdays from 9 a.m. to 2 p.m. *Yo Gabba Gabba!* will begin production in Southern California in April and should surface on the network in the fall of 2007.

"The Magic Store and W!LDBRAIN have created a hip, inventive and one-of-a-kind music series which furthers Nick's commitment to be the place for top quality preschool music entertainment," raves Brown Johnson, exec VP and exec creative director for Nickelodeon Preschool. With characters like Muno the red Cyclops, Toodee the blue cat-dragon and Foofa the pink flower bubble, Nick's new property will target little tykes ages 2-5 with its musical content. President and CEO of San Francisco shop W!LDBRAIN Charles Rivkin notes, "Shows like this come along once in a lifetime. *Yo Gabba Gabba!* is both fresh, fun, unique and truly original."