



**FOR IMMEDIATE RELEASE:**

**FIRST YO GABBA GABBA! U.S. TOUR SELLS OUT IN NEW YORK AND LOS ANGELES; ADDITIONAL SHOWS ADDED**

**YO GABBA GABBA! LIVE: THERE'S A PARTY IN MY CITY Tickets Are Available for Purchase at [www.ticketmaster.com](http://www.ticketmaster.com)**

**New York, NY (October 9, 2009)** – Tickets for the first *Yo Gabba Gabba!* U.S. tour, *YO GABBA GABBA! LIVE: THERE'S A PARTY IN MY CITY*, went on sale on Friday, October 9 and resulted in immediate sell-outs in Los Angeles and New York. W!LDBRAIN and tour producer S2BN added additional shows in both markets. Tickets for newly added shows go on sale immediately. New dates and times include the Shrine Expo Hall in Los Angeles on Sunday, November 15 at 11am and 3pm and in New York, the Beacon Theatre on Saturday, November 21 at 5 pm.

*YO GABBA GABBA! LIVE: THERE'S A PARTY IN MY CITY*, will kick-off in Los Angeles on November 14 and will head from LA to New York and then to Chicago. Tickets are available via [ticketmaster.com](http://ticketmaster.com). Children under one year of age will be admitted free to sit on a parent's lap.

*YO GABBA GABBA! LIVE: THERE'S A PARTY IN MY CITY* is the first live U.S. touring show for the hit children's program, which was created by Christian Jacobs and Scott Schultz and is produced by The Magic Store and W!LDBRAIN. Jon Berrett and Michael Polis are executive producers. The live-action U.S. stage production is inspired by the award-winning television series, and has a broad appeal among preschoolers, parents, teens and adults. DJ Lance Rock and everyone's favorite cast of characters – Brobee (the little green one), Foofa (the pink flower bubble), Muno (the red Cyclops), Plex (magic robot) and Toodee (the blue cat-dragon) will rock out to their favorite songs from the groundbreaking series, while special guests show off their "dancey dance" moves. This state-of-the-art production is an interactive experience that will offer audience members of all ages the chance to bring the characters to life when they say the magic words, "Yo Gabba Gabba!" Christian Jacobs and Scott Schultz are the creative directors for the tour and Glenn Orsher is the director.

**YO GABBA GABBA! LIVE: THERE'S A PARTY IN MY CITY**

**\*Recently Added**

**Los Angeles, CA @ Shrine Expo Hall**

**Saturday, November 14, 2009 11AM and 3PM**

**\*Sunday, November 15, 2009 11AM and 3PM**

**New York, NY @ Beacon Theatre**

**Saturday, November 21, 2009 11AM – 2PM – \*5 PM**

**Chicago, IL @ Rosemont Theatre**

**Saturday, December 5, 2009 11AM and 3PM**

*YO GABBA GABBA!* premiered in the U.S. on Nickelodeon in August, 2007 and currently ranks as one of the most popular series on television. *YO GABBA GABBA!*, was voted as one of the best new shows on television by TIME magazine, won a BAFTA Award in 2008, was awarded the “Outstanding Achievement in Children’s Television” Award by the Television Critics Association and is a two-time Emmy® nominee.

*YO GABBA GABBA!* infuses retro-style and beat-driven music to teach simple life lessons through music. The series stars DJ Lance Rock (Lance Robertson) and a cast of colorful characters, including: Brobee, the little green one, Foofa, the pink flower bubble, Muno, the red Cyclops, Toodee, the blue cat-dragon and Plex, the yellow robot. Today’s most popular names in movies, television, music and sports flock to guest star in the groundbreaking show, including Jack Black, Rachel Dratch, Melora Hardin, Tony Hawk, Biz Markie, Jack McBrayer, MGMT, Mark Mothersbaugh, The Roots, Andy Samberg, Amy Sedaris, The Shins, Amare Stoudemire, The Ting Tings, Jimmy Eat World and Elijah Wood, among others. *YO GABBA GABBA!* toys, apparel and other merchandise are sold in stores nationwide in the U.S. and have skyrocketed in popularity. The series is now shooting its third season in the U.S. and airs in several major international territories, including Australia, Canada, Israel, Latin America, New Zealand, South Africa and the U.K. *YO GABBA GABBA!* is recommended as a trusted program for preschoolers by The Smart Television Alliance, a non-profit organization comprised of leading non-profit children’s media organizations including Common Sense Media, Parents’ Choice Foundation, Parents Television Council and Coalition for Quality children’s Media: KIDS FIRST!. Visit [www.yogabbagabba.com](http://www.yogabbagabba.com).

Founded in 1994, WILDBRAIN ([www.wildbrain.com](http://www.wildbrain.com)) is an award-winning entertainment company that develops and produces unique and compelling content across the media spectrum. WILDBRAIN also creates and distributes collectible merchandise through its sister company, Kidrobot, planet Earth’s premier creator and retailer of limited edition toys, clothing, mini-figures, artwork and books. The studio and its creative team have consistently won top industry awards. In film, WILDBRAIN won an Annie for its computer graphics short film *Hubert’s Brain*. In television, the studio has produced an exceptional slate of programming, including the hit series *Yo Gabba Gabba!*, airing several times a day, seven days a week on Nick Jr. and *Higglytown Heroes*, the top-rated and critically acclaimed animated Disney Channel series. The studio is in development on an animated series for HBO with Ricky Gervais based on the popular Ricky Gervais Show podcasts. WILDBRAIN has a *Yo Gabba Gabba!* motion picture in the works and has teamed with Paramount to develop a motion picture based on

Kidrobot characters. In the short form category, the studio collaborated with Dan Clark to produce TEAM SMITHEREEN. As one of the nation's foremost producers of animated commercials, WILDBRAIN has received Clios, Addys, BDA Awards and Annies for their commercial work, reinvigorating classic brands for leading companies including The Coca-Cola Company, Honda, Kraft and Nike. The studio has also gained national attention for their animation work on behalf of Esurance and Virgin America.

**About S2BN Entertainment**

S2BN Entertainment is a diversified international family show and event entertainment company specializing in the acquisition, development and production of high caliber touring exhibitions, unique live music tours and events, theatrical performances, and consumer and multimedia product offerings. Our experienced management team executes activities across all types of global venues – from stadiums to theaters. S2BN Entertainment provides extraordinary experiences for our clients and our customers.

**MEDIA CONTACTS:**

Fran Curtis [212.445.8423](tel:212.445.8423)/[fcurtis@rogersandcowan.com](mailto:fcurtis@rogersandcowan.com)

Lorraine Osmundsen [212-445-8420](tel:212-445-8420)/[losmundsen@rogersandcowan.com](mailto:losmundsen@rogersandcowan.com)

Kelly Kimball [310.271.1400](tel:310.271.1400)/ [kkimball@wildbrain.com](mailto:kkimball@wildbrain.com)

Caren Bell [305.604.8071](tel:305.604.8071)/ [cbell@S2BNEnt.com](mailto:cbell@S2BNEnt.com)