



**FOR IMMEDIATE RELEASE:**

**YO GABBA GABBA! LIVE!: THERE'S A PARTY IN MY CITY! CONTINUES THE FUN IN  
MINNEAPOLIS, MILWAUKEE, TORONTO, FORT WAYNE, CINCINNATI  
AND ST. LOUIS**

**2010 TOUR FOLLOWS ON THE HEELS OF THE OVERWHELMING SUCCESS OF THE  
SOLD OUT 2009 SHOWS IN LA, NY, DALLAS AND CHICAGO**

**ADVANCE TICKETS FOR AMERICAN EXPRESS® CARDMEMBERS  
BEGINNING WEDNESDAY, JANUARY 20<sup>th</sup>  
PUBLIC ON-SALE BEGINS FRIDAY, JANUARY 29<sup>TH</sup>**

**New York, NY (January 19, 2010)** – The debut of *YO GABBA GABBA! LIVE!: THERE'S A PARTY IN MY CITY!* was a smash hit its first time out, attracting top celebrities, special musical talent and surprise guests to today's hottest live show for families. Due to the great success, *YO GABBA GABBA! LIVE!: THERE'S A PARTY IN MY CITY!* has added additional performances in Minneapolis, Milwaukee, Toronto, Fort Wayne, Cincinnati and St. Louis for March 2010.

This state-of-the-art production featuring music, singing, dancing and animation is an interactive experience that offers audience members of all ages the opportunity to witness their favorite characters come to life with the magic words, "Yo Gabba Gabba!" Also joining DJ Lance and the characters on stage will be hip-hop legend Biz Markie to teach the kids how to beat box with *Biz's Beat of the Day* as well as special guests *The Aquabats*, whose front man Christian Jacobs ( aka the Bat Commander) is the co-creator of *Yo Gabba Gabba!*, for the Super Music Friends Show.

Tickets and VIP packages for *YO GABBA GABBA! LIVE!: THERE'S A PARTY IN MY CITY!* are available at [www.Yogabbagabbalive.com](http://www.Yogabbagabbalive.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! U.S. TOUR DATES**

**Minneapolis:**

Saturday, March 13, 2010 – 3PM  
U.S. Bank Theater at Target Center  
American Express Pre-Sale – January 20-29 – 10AM  
Public On-Sale –January 30 – 10AM

**Milwaukee:**

Sunday, March 14, 2010 – 2PM & 5PM  
Riverside Theater  
American Express Pre-Sale – January 20-28 – 10AM  
Public On-Sale –January 29 – 12PM

**Fort Wayne:**

Friday, March 19, 2010 – 11AM & 4PM  
Embassy Theatre  
American Express Pre-Sale – January 20-28 – 10AM  
Public On-Sale –January 29 – 10AM

**Cincinnati:**

Saturday, March 20, 2010 – 2PM & 5PM  
Aronoff Center for the Arts  
American Express Pre-Sale –January 20-28 – 10AM  
Public On-Sale –January 29 – 10AM

**St. Louis:**

Sunday, March 21, 2010 – 2PM & 5PM  
Fox Theatre  
American Express Pre-Sale – January 20-29 – 10AM  
Public On-Sale –January 29 – 10AM

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

**Toronto:**

Tuesday, March 16, 2010 – 11AM & 3PM  
Wednesday, March 17 – 11AM & 3PM  
Elgin Theatre  
Public On-Sale –January 30 – 10AM

American Express pre-sale not available at this time in Toronto.

W!LDBRAIN, The Magic Store and S2BN Entertainment produce *YO GABBA GABBA! LIVE!: THERE'S A PARTY IN MY CITY!* and brought the groundbreaking series to the stage for the first time in November 2009 with four sold out shows in LA, NY, Dallas and Chicago. Celebrities including *Christina Aguilera, Heidi Klum, Dennis Quaid, Jason Bateman, Travis Barker, Brooke Shields, Chris Noth, Keri Russell* and *Brendan Fraser* among others, attended shows with their children to celebrate this blockbuster tour.

During the 2009 tour a stellar cast of surprise guests made appearances including *Snoop Dogg*, *Sarah Silverman*, *Talib Kweli*, *Keri Russell*, *DMC* from *Run DMC*, *Jon Heder* from *Napoleon Dynamite* and *The Geeks* from *Freaks and Geeks* adding to the excitement with their performances of the famed “dancey dance” on stage. *Mix Master Mike*, *The Roots*, *Dinosaur Jr.*, *Devendra Banhart*, *Cold War Kids*, *Solange*, *Erykah Badu*, *Kid Sister* and *Matt Costa* rocked the house with their performances during the Super Music Friends Show. Also joining DJ Lance Rock and the friendly cast of characters on stage was *Biz Markie* with *Biz’s Beat of the Day*.

*YO GABBA GABBA! LIVE!: THERE’S A PARTY IN MY CITY!* is the live touring show for the hit children’s program, *Yo Gabba Gabba!*, which was created by Christian Jacobs and Scott Schultz and is produced by The Magic Store and W!LDBRAIN. 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 (the magic robot) and Toodee (the blue cat-dragon) rock out to their favorite songs from the groundbreaking series, while special guests show off their “dancey dance” moves. Christian Jacobs and Scott Schultz are the Creative Directors for the tour. Glenn Orsher is the live tour Director and Mike Luba is the Executive Producer.

#### **About Yo Gabba Gabba!**

*Yo Gabba Gabba!* premiered in the U.S. on Nickelodeon in August, 2007 and currently ranks as one of the most popular children 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. The series airs three times a day, seven days a week on Nick Jr. and in several major international territories, including Australia, Canada, Israel, Latin America, New Zealand, South Africa and the U.K.

*Yo Gabba Gabba!* infuses retro-style and beat-driven music to teach simple life lessons through music. 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 Canada and have skyrocketed in popularity.

*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) for more information.

#### **About W!LDBRAIN**

W!ldbrain is an award-winning entertainment company and one of the world’s foremost producers of animation. The studio develops and produces television, motion pictures, short-form programming, commercial content and licensed merchandise. W!ldbrain has produced an exceptional slate of programming, including the critically acclaimed television series *Yo Gabba Gabba!* (Nick Jr.) and the live touring show *Yo Gabba Gabba!: There’s A Party in My City!*; *The Ricky Gervais Show* (HBO) and the hit Disney series, *Higglytown Heroes*. Some upcoming television and short-form projects include *Bubble*

*Guppies*, an animated series for Nick Jr., *The Hard Times of RJ Berger*, an animated series for MTV and *Team Smithereen*, the short-form stunt puppet show from Dan Clark. Wildbrain and its creative team have won top industry awards. In film, the studio won an Annie for its computer graphics short film, *Hubert's Brain*. 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 and has gained national attention for their animation work on behalf of Esurance, Ubisoft and Virgin America. Wildbrain's sister company, Kidrobot, creates limited edition toys, clothing, artwork and books, with stores in New York City, Los Angeles, San Francisco and Miami. Wildbrain is based in Los Angeles, CA. [www.wildbrain.com](http://www.wildbrain.com).

### **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.

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### **For additional information, please see below:**

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

FTP site: <ftp://s2bnent.com> Username: yggpress Password: YGGPr3ss1

Facebook: <http://www.facebook.com/#/pages/Yo-Gabba-Gabba/42220833615?ref=ts>

Twitter: <http://twitter.com/yogabbagabba>