



**NICKELODEON'S YO GABBA GABBA! RETURNS FOR STAR-STUDED THIRD SEASON, WITH GUESTS SARAH SILVERMAN, MOS DEF, WEEZER AND MORE, ON MONDAY, MARCH 8**

**Season Three Premiere Week Also Features Weird Al Yankovic, Anthony Bourdain, Devo and Recurring Guest Stars Biz Markie, Mark Mothersbaugh, Jack McBrayer and Paul Scheer**

**Future Guest Stars Include: Fred Armisen, Erykah Badu, Rob Dyrdek, Flaming Lips, The Killers, Solange Knowles, Angela Kinsey and Charlyne Yi, Among Others**

**NEW YORK, Feb. 17, 2010** – The party continues with the Gabba gang – DJ Lance Rock, Brobee, Muno, Toodee, Foofa and Plex – as Nickelodeon premieres the third season of the award-winning preschool music series *Yo Gabba Gabba!* on Monday, March 8, at 10:30 a.m. (ET/PT). The new season commences with a week of brand-new episodes featuring Sarah Silverman, Weird Al Yankovic, Black Kids, Jack McBrayer, Paul Scheer, Weezer, Anthony Bourdain, Of Montreal, Mos Def, Devo, The Aquabats, Mark Mothersbaugh, Biz Markie and a special remix by Travis Barker, Monday, March 8 – Friday, March 12, at 10:30 a.m. (ET/PT). *Yo Gabba Gabba!*, created by Christian Jacobs and Scott Schultz, is produced by The Magic Store and W!LDBRAIN.

Future guest stars for season three include: Fred Armisen, Erykah Badu, Band of Horses, Blitzen Trapper, Chairlift, Rob Dyrdek, The Faint, Flaming Lips, The Killers, Solange Knowles, Mix Master Mike, Angela Kinsey, The Sounds,

Taking Back Sunday, Marissa Jaret Winokur, Charlyne Yi and John Francis Daley, Samm Levine and Martin Starr from "Freaks and Greeks." In addition, Biz Markie is back with his regular "Biz's Beat of the Day" segment teaching preschoolers how to beat-box, singer/illustrator/composer Mark Mothersbaugh returns in his recurring "Mark's Magic Pictures" drawing segment and Jack McBrayer and Paul Scheer visit with their recurring "Knock Knock" joke segment.

The schedule for the season three premiere week of *Yo Gabba Gabba!* is as follows (all times are 10:30 a.m. ET/PT on Nickelodeon):

- **Monday, March 8** – "Circus" – Weird Al Yankovic plays the circus ringmaster; Sarah Silverman teaches the "Time to Mime" dance and Black Kids sing the original *Yo Gabba Gabba!* song, "We Love Clowns." The episode also features Jack McBrayer and Paul Scheer telling a "Knock Knock" joke and Mark Mothersbaugh in his "Mark's Magic Pictures" segment.
- **Tuesday, March 9** – "Bugs" – Weezer performs an original *Yo Gabba Gabba!* song, "My Friends Are All Insects" and Mark Mothersbaugh is featured in his "Mark's Magic Pictures" segment. The episode also features a special remix segment arranged by Travis Barker.
- **Wednesday, March 10** – "Doctor" – Anthony Bourdain plays the doctor when Toodee gets sick. Montreal performs an original *Yo Gabba Gabba!* song "Bananas, Rice, Applesauce, Toast!" and Biz Markie is featured in the "Biz's Beat of the Day" segment.
- **Thursday, March 11** – "Superhero" – Mos Def plays a superhero; Devo performs their song "Watch Us Work It;" Biz Markie is featured in the "Biz's Beat of the Day" segment and The Aquabats perform a "Numbers" segment.
- **Friday, March 12** – Encore of "Circus"

*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 with broad appeal among preschoolers, parents, teens and adults. The award-winning series is 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. *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. *Yo Gabba Gabba!* airs regularly at 1:00 p.m., 1:30 p.m., 6:30 p.m. and 10:30 p.m. (ET) on Nick Jr., the 24-hour commercial-free, educational preschool network from Nickelodeon.

Wildbrain Entertainment 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. Wildbrain has produced an exceptional slate of programming, including the critically acclaimed television series *Yo Gabba Gabba!* (Nick Jr.) and 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*. 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. 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'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.

The Magic Store was founded in 2005 and is headed by Christian Jacobs and Scott Schultz. Jacobs and Schultz are the 30-something dads, musicians and creators of the hit series *Yo Gabba Gabba!*, which was initially produced independently in two half-hour episodes. After creating an online viral frenzy with the trailer, the show ultimately found a home on Nickelodeon. The Magic Store's mission is to produce ground-breaking, fresh, wholesome and fun entertainment properties that parents can enjoy along with their kids.

Nickelodeon, now in its 30th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in almost 100 million households and has been the number-one-rated basic cable network for 15 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

###

Contacts: Kelly Kimball (W!LDBRAIN), (310) 271-1400, [kkimball@wildbrain.com](mailto:kkimball@wildbrain.com)

Heather Brown (Nickelodeon)  
(212) 846-6240/ [Heather.brown@nick.com](mailto:Heather.brown@nick.com)

Deborah Engel (Nickelodeon)  
(212) 846/6492/ [Deborah.engel@nick.com](mailto:Deborah.engel@nick.com)