



FOR IMMEDIATE RELEASE

***YO GABBA GABBA! LIVE!: THERE'S A PARTY IN MY CITY! ANNOUNCES
ST. LOUIS SHOWS TO TAKE PLACE ON SUNDAY, MARCH 21st***

DJ LANCE RETURNS TO HIS HOMETOWN OF ST. LOUIS

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

St. Louis MO, (January 19, 2010) - On the heels of the sold out *YO GABBA GABBA! LIVE!: THERE'S A PARTY IN MY CITY!* tour in Los Angeles, New York, Chicago and Dallas in late 2009, W!ldbrain, The Magic Store and tour producer S2BN Entertainment are bringing *YO GABBA GABBA! LIVE!: THERE'S A PARTY IN MY CITY!* to St. Louis, MO on March 21st at 2PM & 5PM at the Fox Theatre.

In addition to the St. Louis performances, *YO GABBA GABBA! LIVE!: THERE'S A PARTY IN MY CITY!* will be appearing in Minneapolis, Milwaukee, Fort Wayne, Cincinnati and Toronto as a part of the 2010 tour.

This state-of-the-art production featuring music, singing, dancing and animation is an interactive experience offering audience members of all ages the opportunity to witness their favorite characters come to life with the magic words, "Yo Gabba Gabba!" DJ Lance returns to his hometown of St. Louis along with his cast of characters and friends including hip-hop legend Biz Markie who will teach kids 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.

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

St. Louis:

Sunday, March 21, 2010 – 2PM & 5PM

Fox Theatre

American Express Pre-Sale – January 20-29 – 10AM

Public On-Sale – January 29 – 10AM

Tickets are \$29.50 and \$34.50

Gold Gabba Party Packages are available for \$99.00, which includes premium seats, a meet and greet with the Yo Gabba Gabba! characters, a special entrance to theater, and much more. They will be available for purchase through Yogabbagabba.com or MetroTix.com. Tickets can also be purchased at the Fox Theatre box office and all MetroTix locations. To charge by phone call MetroTix at 314-534-1111. There will be a \$5.00 off discount for groups of 10 or more. 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 live 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. The live-action U.S. stage production, directed by Glenn Orsher, is inspired by the award-winning television series, and has a broad appeal among preschoolers, parents, teens and adults. Mike Luba is the Executive Producer. 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.

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 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.

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. Wildbrain 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.

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:

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>