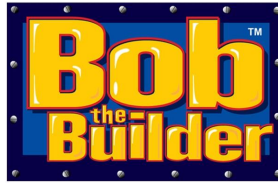




HIT entertainment



**For Immediate Release**

## **CAN WE BUILD IT?™ YES WE CAN!**

### **JOIN THE CAN-DO CREW WHEN BOB THE BUILDER™ COMES TO THE NAVY PIER ON FEBRUARY 11, 2010 FOR A SINGING, DANCING, BUILDING EXTRAVAGANZA**

**Chicago, IL /New York, NY — February 11, 2010** — HIT Entertainment, a leading provider of quality children's entertainment, 24-hour preschool television channel Sprout® and the Navy Pier invite Chicago area children to join the Can-Do Crew when **Bob the Builder™** performs his 15-minute interactive Sing-Along at the Navy Pier on February 11. The hard-hat wearing, hard-working builder will be singing, dancing and looking for aspiring builders at 11am and 4pm. He will also be available to pose with kids and families for photos at 1pm and 3pm.

The interactive Sing-Along features songs that get kids up and dancing while modeling important qualities for new members of the Can-Do Crew, including teamwork, a positive attitude and problem-solving skills.

As head of his own construction yard, **Bob the Builder** works with his fun-loving machine team to get the job done. From paving roads to building a whole new town from the ground up, there's no challenge too great for **Bob the Builder** and his Can-Do Crew. With tools like a positive attitude, team work and problem-solving skills, they can tackle any job!

**Bob the Builder** airs on PBS KIDS® and PBS KIDS Sprout<sup>SM</sup>. For more information about **Bob the Builder** and the Can-Do Crew, please visit [www.bobthebuilder.com](http://www.bobthebuilder.com). Bob the Builder can be seen every day on Sprout, the first 24-hour preschool channel parents and kids share together. To see if Sprout is available in your area, visit [SproutPlease.com](http://SproutPlease.com).

#### **About HIT Entertainment**

HIT Entertainment, owned by private equity investment group Apax Partners, is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes properties, such as Barney™, Bob the Builder™, Thomas & Friends™, Pingu™, Fireman Sam™, Angelina Ballerina™ and Rainbow Magic™. HIT represents Chapman Entertainment's Fifi and the Flowertots™ and Roary the Racing Car™ in North America and Japan, as well as Wallace & Gromit™, Shaun the Sheep™ and Aardman Classics from Aardman Animations. HIT also acts as representative for The Wiggles® in the UK. Launched in 1989, HIT's lines of business span television and video production, content distribution, publishing, consumer products licensing and live events and has operations in the UK, US, Canada, Hong Kong and Japan. HIT is a part-owner of US-based preschool channel, PBS KIDS Sprout<sup>SM</sup>, and international preschool channel JimJam, (outside of the US, UK and China). For more information, visit [www.hitentertainment.com](http://www.hitentertainment.com).

#### **About Sprout®**

PBS KIDS Sprout, the first 24-hour preschool destination available on TV, on demand and online for kids ages 2-5 and their parents and caregivers, was created as a partnership among Comcast Corporation, HIT Entertainment, PBS and Sesame Workshop. Since debuting its video on demand (VOD) service in April 2005, Sprout has become the #1 On Demand service for younger children, generating over half a billion views. The 24-hour digital channel, which launched in September 2005 along with the website ([SproutOnline.com](http://SproutOnline.com)), is the only channel that follows the day of child from breakfast to bedtime with its distinctive programming. Currently, Sprout is available in 48 million unique households.



The network's program lineup of gold-standard, curriculum-based children's shows includes: Sesame Street®, Bob the Builder™, Barney & Friends™, The Wiggles®, Thomas & Friends™, Angelina Ballerina™, Caillou®, The Berenstain Bears™, Dragon Tales™, Make Way For Noddy™, Fireman Sam™, Fifi and the Flowertots™ and more.

#### **About Navy Pier**

A Chicago Landmark since 1909, Navy Pier has evolved from a freight and passenger ship docking facility to the #1 tourist attraction in the Midwest, drawing more than eight million visitors annually. Navy Pier currently encompasses more than fifty acres of parks, gardens, shops, restaurants, family attractions and exhibit facilities, making it a tourists and visitors entertainment hub. For more information, visit our website at [www.navy pier.com](http://www.navy pier.com)

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