



HIT entertainment



For Immediate Release

HIT ENTERTAINMENT LAUNCHES FIRST *ANGELINA BALLERINA*TM PROSOCIAL CAMPAIGN FOR KIDS TO INCREASE ACCESSIBILITY TO DANCE PROGRAMS NATIONWIDE

***Angelina Ballerina Stars of Tomorrow* Pilot Program Launched at Kips Bay Boys & Girls Club in the Bronx, New York**

New York, NY – JUNE 1, 2010 - HIT Entertainment, a leading provider of quality children's entertainment, has launched an all-new pro-social campaign based on the little star with big dreams, *Angelina Ballerina*TM, and is piloting this program at the Kips Bay Boys & Girls Club in the Bronx.

The goal of the multi-year *Angelina Ballerina Stars of Tomorrow* campaign is to raise awareness for the benefits of dance, including building confidence, inspiring creativity and promoting physical health, and subsequently provide access and opportunities to kids ages 5 to 12 seeking dance education.

The Kips Bay Boys & Girls Club is piloting this program, offering for the first time, Angelina Ballerina Dance Classes in Ballet, Hip Hop, Latin, and African dance for kids ages 5 to 9. HIT Entertainment is providing teachers with Angelina Ballerina in-class materials like "Angelina Ballerina's Tip of the Week", classroom posters, nutrition and recipe information and videos. In addition, students will perform a special warm-up routine at the start of each class, based on the new series *Angelina Ballerina The Next Steps* on PBS KIDS® and choreographed by the show's acclaimed dance consultants.

The pro-social campaign also includes a microsite on www.AngelinaBallerina.com. The site will include the program's mission, partners, local news and events and ways to get involved. The site features videos of each of the Angelina Ballerina Stars of Tomorrow dance classes in Kips Bay with a special "Meet the Stars of Tomorrow" section.

"The Angelina Ballerina brand inspires kids to pursue and achieve their dreams through all forms of dance, and the first pro-social campaign, the Angelina Ballerina Stars of Tomorrow program, is designed to help make that a reality for all kids," said Pam Westman Executive Vice President, The Americas, HIT Entertainment. "We are thrilled to work with Kips Bay Boys & Girls Club who are like-minded in their mission to help kids realize and achieve their maximum potential. Just as Angelina Ballerina has danced her way into hearts around the globe, we hope to extend this program to kids around the country and around the world, helping to inspire and promote confidence, creativity and physical health."



"We are very fortunate and happy to partner with the Angelina Ballerina Stars of Tomorrow Program to enhance and strengthen our performing arts program," said Harold Maldonado, Senior Director of Program Development, Kips Bay Boys & Girls Club, Inc. "The program has given our students the opportunity to expand their horizons and confidence not only in dancing, but also maintaining a healthy lifestyle."

About Angelina Ballerina™

Angelina Ballerina, a beloved publishing property for close to three decades, is a little star with big dreams of becoming a prima ballerina. This feisty little mouse works hard to reach her goals and along the way, always learns from her mistakes. When little girls share in Angelina's experiences, they're inspired to go after their big dreams too. In addition to the critically acclaimed story books created by Katharine Holabird and Helen Craig, *Angelina Ballerina* dances her way into the hearts of young girls on PBS KIDS® in the CG-animated series, *Angelina Ballerina The Next Steps*. For more information about *Angelina Ballerina*, please visit www.angelinaballerina.com.

About HIT Entertainment

HIT Entertainment 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, as well as *Wallace & Gromit™*, *Shaun the Sheep™*, *Timmy Time™* 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 SproutSM, and international preschool channel JimJam, (outside of the US, UK and China). For more information, visit www.hitentertainment.com.

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