



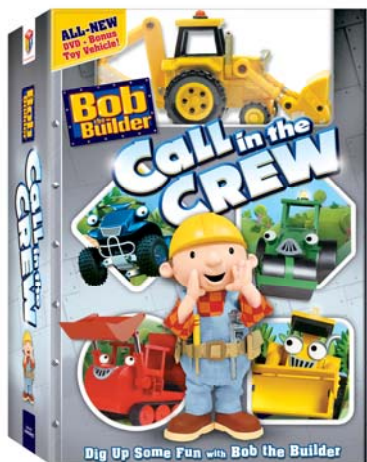
HIT entertainment

# LIONSGATE®

**Dig Up Some Fun With Bob the Builder™ in an All-New DVD**

## ***Bob The Builder: Call in the Crew!***

**Arriving August 25, 2009 From Lionsgate And HIT Entertainment Featuring All-New Episodes and A BONUS Collectible Toy Vehicle!**



**Street Date: 8/25/09**

**Order Date: 7/29/09**

**DVD SRP: \$14.98 includes Free Toy Vehicle**

### **PROGRAM DESCRIPTION**

Get a big scoop of fun with Bob the Builder™ and his machine team in the all-new ***Bob the Builder: Call in the Crew!*** available on DVD August 25, 2009 from Lionsgate and HIT Entertainment. Featuring never-before-seen episodes, the DVD is packaged with a free toy vehicle and is filled with action as Bob and his Can-Do Crew learn that good friends always work together to get the job done. Teamwork, positive thinking and problem-solving equip future builders with the right Can-Do attitude to tackle any project!

### **DVD SYNOPSIS**

Join Bob, Muck, Scoop and Roley, in 5 exciting, action-packed episodes! Watch and learn as Bob and his Can-Do Crew build a house, open a new café, fix an old gate and help a family of ducks. See how teamwork and fun go hand-in-hand in these building adventures.

Episodes include:

- Massive Muck
- Roley's Moles
- Scoop Slips Up
- Scrambler's Seaweed Delivery
- Muck's Convoy

## **DVD SPECIAL FEATURES**

- “Lofty the Painter” Game
- “Skip’s Chute Rescue” Game

## **MARKETING SUPPORT**

***Bob the Builder: Call in the Crew!*** includes a free child’s admission to LEGOLAND Park where kids can see Bob the Builder’s brand new 4-D movie (LEGOLAND California and LEGOLAND Chicago)!

At the same time, the DVD is being promoted through e-mail blasts and coupon handouts at LEGOLAND Parks, and a 30-second DVD spot airs before each Bob the Builder 4-D screening from July ‘09 – March ‘10.

In addition, there will be e-mail blasts to the national Bob fan base and promotion on the Bob the Builder website generating over 6.5 MM impressions. The DVD will also be cross promoted in over 1.2 MM DVDs releasing between July and September 2009 from Lionsgate and HIT Entertainment.

## **PROGRAM INFORMATION**

**Year of Production:** 2009

**Title Copyright:** 2009 HIT Entertainment Limited and Keith Chapman. The Bob the Builder name and character, related characters and riveted logo are trademarks of HIT Entertainment Limited.

**Type:** Home Entertainment Premiere

**Rating:** NR

**Genre:** Children/Family/Animated

**Age Target:** 2-5 years old

**Closed Captioned:** English Closed Captioned

**Format:** Full Screen

**Feature Running Time:** 46 Minutes

**DVD Audio Status:** English, Spanish and French 5.1 and 2.0 Dolby Digital

**Program Website:** [www.bobthebuilder.com](http://www.bobthebuilder.com)

To download art, visit [www.lionsgatepublicity.com](http://www.lionsgatepublicity.com) or [www.hitnewsonline.com](http://www.hitnewsonline.com)

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