



HIT entertainment

LIONSGATE®

**Fireman Sam™ Saves the Day in An
All-New CG Animated DVD Adventure
*Fireman Sam: Help Is Here!***



Street Date: 8/25/09

Order Date: 7/29/09

DVD SRP: \$14.98

PROGRAM DESCRIPTION

With a fresh new look, brave and resourceful Fireman Sam™ tackles problems big and small in the all-new *Fireman Sam: Help is Here!* igniting onto DVD August 25, 2009 from Lionsgate and HIT Entertainment. In his first ever CGI adventure, everyone's favorite firefighter teaches about fire safety, rescues those in need and demonstrates the importance of fire prevention.

Fireman Sam – the only children's firefighter-themed show – originally launched in the UK and made its U.S. debut on PBS KIDS SproutSM in October 2006, and continues to air daily.

DVD SYNOPSIS

See Fireman Sam™ in action in this thrilling collection of firefighting adventures! Join Fireman Sam, Norman, Mandy and Radar as they make courageous rescues throughout the town of Pontypandy. Fireman Sam saves the supermarket on Fire Prevention Day, helps the rescue

dogs find missing people, shares important safety tips and makes a daring helicopter rescue in the midst of a forest fire.

Episodes include:

- "Paper Plane Down"
- "Hot & Cold Running Sniffer Dog"
- "Hearts On Fire"
- "Perilous Path"
- "The New Hero Next Door"

PROGRAM INFORMATION

Year of Production: 2008

Title Copyright: ©2009 Prism Art & Design Limited. The Fireman Sam name and character are trademarks of Prism Art & Design.

Type: TV on DVD

Rating: NR

Genre: Children/Family/Animated

Age Target: 2-5 years old

Closed Captioned: English Closed Captioned

Format: Full Screen

Feature Running Time: Approximately 45 Minutes

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

Program Website: www.firemansamonline.com

To download art, visit www.lionsgatepublicity.com or www.hitnewsonline.com

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