



HIT entertainment

# LIONSGATE®

**In The Biggest Thomas Event Of The Year, See And Hear  
Thomas Like Never Before In An All-New Movie!**

## ***Thomas & Friends™: Hero of the Rails The Movie***

**Thomas' First Ever CG-Animated Movie Steams Onto DVD September 8,  
2009 From Lionsgate And HIT Entertainment**



**Street Date: 9/8/09**

**Order Date: 8/12/09**

**DVD SRP: \$19.98**

### **PROGRAM DESCRIPTION**

Peep! Peep! All aboard for new friends, new destinations, and new voices when Thomas and his engine friends embark on their greatest adventure yet as ***Thomas & Friends™: Hero of the Rails*** steams onto DVD September 8, 2009 from Lionsgate and HIT Entertainment. See and hear Thomas, Percy, James, Gordon and all the other engines as never before in this brand-new CG-animated movie, which marks the debut of individual character voices for the engines. For the first time, fans will hear the voice of Thomas and his friends, including three new

characters who debut in ***Hero of the Rails***, as they share stories that lead to timeless life lessons of discovery, friendship and cooperation.

### **DVD SYNOPSIS**

In this action-packed tale of friendship, determination and teamwork Thomas discovers an abandoned and broken down engine named Hiro from an exciting far away land. Fearing that he will be scrapped, Thomas enlists help from many friends including Victor, a new steam engine and Kevin, a new crane vehicle who both work at the spectacular Sodor Steam Works. But mishaps, mistakes and one boastful engine could foil their plans for a heroic rescue. Can the engine pals work together to help their new friend? Join the adventure and find out!

### **DVD SPECIAL FEATURES**

- *Thomas & Spencer* Racing Game
- *Guess Which Train* Game
- Thomas & Friends Bedroom Makeover

### **MARKETING SUPPORT**

***Hero of the Rails*** is the biggest Thomas & Friends DVD campaign ever! Supported by a fully-integrated marketing campaign that includes TV, print, online and cross promotions that extends from August-November, over 1 billion total impressions will be generated. Over 30 ***Hero of the Rails***-themed products will launch at retail including toys, books, and more! An aggressive pre-street campaign includes a special airing on PBS and national Kidtoons theatrical screenings that deliver over 85MM impressions.

### **PROGRAM INFORMATION**

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**Rating:** G

**Genre:** Children/Family/Ages 2-5

**Closed Captioned:** English Closed Captioned

**Format:** Full Screen

**Feature Running Time:** Approximately 60 minutes

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

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

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

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