



HIT entertainment

LIONSGATE®

All Aboard The NEW Thomas & Friends™ Holiday Special On DVD For Trainloads Of Fun And Adventure!

Thomas & Friends: Holiday Express

**Includes New-To-DVD Episodes And An Exclusive Holiday Toy Train
Making Tracks Onto DVD November 3, 2009
From Lionsgate And HIT Entertainment**



Street Date: 11/3/09

Order Date: 10/7/09

DVD SRP: \$16.98 with holiday toy train

PROGRAM DESCRIPTION

It's cold and snowy on the Island of Sodor and Thomas and his engine friends are busy clearing the tracks, making deliveries and helping each other out in the all-new ***Thomas & Friends™: Holiday Express*** arriving on DVD November 3, 2009 from Lionsgate and HIT Entertainment. Packaged with an exclusive, collectible Thomas holiday train only available with the DVD, little carolers will love watching their favorite Number 1 blue engine steaming down the tracks in these winter and holiday-themed stories.

Teaching timeless tales and life lessons such as discovery, friendship and cooperation, *Thomas & Friends* invites children to enter a world of imagination through the tracks of a train and the words of a story.

DVD SYNOPSIS

All aboard for snowmen, Christmas trees and festive train rides! When you ride the rails with your favorite friends you never know what to expect. Enjoy exciting adventures filled with lucky trucks, Christmas puddings, surprise parties and much, much more! Join Thomas, Henry, Emily, Percy and all your engine friends for a trainload of fun in these six ***Holiday Express*** episodes:

- "Thomas and Percy's Christmas Adventure"
- "Snow Engine"
- "Henry's Lucky Day"
- "Don't Tell Thomas"
- "Thomas, Emily and the Snow Plough"
- "Thomas' Frosty Friend"

DVD SPECIAL FEATURES

- "Sodor Sounds" Game
- "Cargo Challenge" Game

DVD MARKETING SUPPORT

The marketing campaign for ***Thomas & Friends: Holiday Express*** will include a national Amtrak promotion that will feature the DVD on station counter cards, children's menus, placemats and more, that will result in over 90 million impressions. Also, included in each DVD is a free child's admission on Amtrak with the purchase of an adult priced ticket. There will be an aggressive radio and online campaign that will include e-blasts, online ads, targeted placement on preschool/mom blog sites and sneak peeks. The DVD will be promoted on the Thomas & Friends website (www.thomasandfriends.com) through e-blasts and online content - that delivers over 14 million monthly page views and 1 million unique visitors. The ***Holiday Express*** DVD will be cross promoted on all October, November and December Lionsgate family DVDs!

PROGRAM INFORMATION

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Rating: NR

Genre: Children/Family/Ages 2-5

Closed Captioned: English Closed Captioned

Format: Full Screen

Feature Running Time: 40 minutes

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

Website: www.thomasandfriends.com

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

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