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**World's #1 Health Brand for Kids Joins Forces With World's #1 In-School Children's Theatre**

*Now Accepting Sponsorships to Promote Good Eating Habits and Exercise in Over 1,000 Schools in the "Top 10 Most Obese" States*

**Minneapolis, MN (January 15, 2010)** –The National Theatre for Children (NTC) based in Minneapolis has entered into an agreement with the only global entertainment brand dedicated to kids health, *LazyTown*, to bring its message of good eating habits and healthy exercise to the kids and families who need it most. Using characters from the popular *LazyTown* television series, NTC will tour a curriculum-based and interactive live show – performed by professional actors – into 100 elementary schools in each of the ten states that have the highest percentage of obese children: Alabama, Arkansas, Georgia, Illinois, Kentucky, Louisiana, Mississippi, Nevada, Tennessee, and West Virginia.

“This is a perfect collaboration,” says Magnus Scheving, creator and star of the hit children’s TV show, “*LazyTown* is the world’s number one health brand for kids and NTC is the world’s premiere educational theatre company.” The *LazyTown* television series currently airs on Nickelodeon’s Nick Jr. Network and on V-Me, the fastest growing Spanish broadcaster in the U.S. for kids. Building on the series’ success, NTC will perform a 25-minute, sponsored live show that encourages healthy lifestyle choices at a minimum of 1,000 schools. Key learning points from the *LazyTown In-School Tour* program are reinforced with sponsor-branded student workbooks, school posters, Internet activities and comprehensive teacher’s guides. The live show and materials will also be available in bi-lingual packages (Spanish and English).

Independent research shows that NTC’s educational content – delivered through its unique, multi-platform presentation style – typically reaches the adults at home, nearly 1.6 adults per child. “I am very excited about bringing our message directly to the most at-risk children – and being able to reach their families, as well,” exclaims Scheving. “We want to spread the belief that everyone can be healthy and fit.”

NTC’s *LazyTown In-School Tour* will reach nearly 750,000 students and parents during the 2010-2011 school year, and another 1 million students and parents the following year. Sponsors of the live, in-school shows can select the specific markets and/or demographics of the schools in which they would like the tour to perform – locally, regionally or nationally. It positions each sponsor as a leader in the areas of good nutrition and healthy exercise, and provides unparalleled access to kids and their parents through the schools. Sponsors of NTC educational programs have learned to expect positive media coverage and a high level of public awareness for their community support.

**About The National Theatre for Children (NTC)**

Founded in 1978, NTC is the largest in-school touring company in the world. They are dedicated to educating young people on important and timely curricular subjects by offering professional live theatre to our nation’s schools. Based in Minneapolis, NTC has developed the art of teaching through a combination of live theatre, television, print and Web learning into an evidence-based science of its own. NTC has pioneered dozens of extremely successful programs in health, science, social studies, and financial literacy. Each year, dozens of troupes perform live educational theatre programs in front of millions of students, in thousands of schools, nationwide. For more information, please visit the NTC Web site at [www.nationaltheatre.com](http://www.nationaltheatre.com) or call 1-800-858-3999.

**About LazyTown Entertainment**

LazyTown is the world's only global entertainment brand dedicated to children's health. Created in 1995 by international athlete, entrepreneur, producer and director Magnus Scheving, LazyTown has been nurtured into a household name worldwide, with businesses including publishing, home entertainment, music, live theatrical shows



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and even a dedicated radio station. LazyTown, the Emmy-nominated and BAFTA-winning TV series, launched in 2004, and is now available in 79 HD episodes and over 120 territories worldwide. The LazyTown Movement appeals to kids and parents alike and encourages healthy lifestyle choices for kids of all ages. The team is dedicated to finding exactly the right partners worldwide to sustain the brand and uphold the credibility and vision of LazyTown and its creator.

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