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DAY OUT WITH THOMAS™: THE CELEBRATION TOUR 2010
PULLING INTO TWEETSIE RAILROAD

**FANS INVITED TO BIRTHDAY BASH CELEBRATING 65TH
ANNIVERSARY OF FAVORITE STORYBOOK ENGINE**

Thomas the Tank Engine™ to visit Blowing Rock, N.C. June 4 -13, 2010

Blowing Rock, N.C. (May 18, 2010) – All aboard for the best birthday party ever! Thomas the Tank Engine™ is set to roll into Tweetsie Railroad for the *Day Out With Thomas™: The Celebration Tour 2010*. All Thomas fans are invited to come spend the day with their favorite No. 1 engine and celebrate his 65th birthday. The event, which takes place **June 4-13, 2010**, will be hosted by **Tweetsie Railroad** and presented by HIT Entertainment and sponsored by MEGA Brands, a leading toy company.

For 65 years, children have been captivated by the courageous adventures of Thomas and his engine friends. Pulling out of the station for its 15th consecutive ride on the rails, the *Day Out With Thomas: The Celebration Tour 2010* will visit more than 45 cities in the United States and Canada. *Day Out With Thomas* is the only place for families to take a ride with a 15-ton replica of everybody's favorite #1 engine, Thomas the Tank Engine, and enjoy Thomas-themed activities at the Imagination Station, including stamps and temporary tattoos. Each year the tour grows, traveling to new destinations, adding new activities and welcoming new visitors. In addition, to celebrate Thomas' 65th birthday, fans will be invited to check out a mini-museum highlighting special moments and events over the years, make birthday cards for Thomas, and participate in other fun activities.

Thomas the Tank Engine, star of *Thomas & Friends™*, on PBS KIDS® and PBS KIDS SproutSM kicked off his *Day Out With Thomas: The Celebration Tour 2010* in March and is expected to welcome more than one million passengers through December. During the *Day Out With Thomas: The Celebration Tour 2010*, children will ride with Thomas up steep hills, around deep, blue lakes, and help him rescue his engine friends—if only in their imaginations. *Day Out with Thomas 2010* activities include:

- A 25-minute (approximate) ride with Thomas the Tank Engine
- The opportunity to meet **Sir Topham Hatt™**, Controller of the Railway

- A **Thomas & Friends Imagination Station**; featuring stamps, temporary tattoos, and hands on activities
- A special display at every DOWT location celebrating 65 years of Thomas the Tank Engine
- 2010 commemorative merchandise and giveaways, including a mini-view finder giveaway that tells the story of Thomas' upcoming adventure, *Misty Island Rescue*

The tour provides a unique, interactive family experience at every station, offering a variety of entertaining activities that reflect the local flavor of each stop. **Tweetsie Railroad** activities will include amusement park rides for all ages, live entertainment including the Tweetsie Palace Saloon Show, Tweetsie's Magical Extravaganza, mascot characters Hopper and Porter's™ popular children's show and much more.

The approximately 25-minute train ride with Thomas the Tank Engine will depart every 30 minutes, rain or shine, between 8:30 a.m. and 5:30 p.m. on both Saturdays (park open 8:00 a.m. to 6:00 p.m.) and between 9:30 a.m. and 5:30 p.m. on Sundays through Fridays (park open 9:00 a.m. to 6:00 p.m.). Tickets for the **Day Out With Thomas: The Celebration Tour 2010** are \$32 for adults and \$22 for children ages 3 through 12. Children 2 and under are admitted free.

Tickers are on sale now and available by logging onto www.tweetsie.com or calling toll free 1.877.TWEETSIE (877.893.3874). Print at home tickets are available online.

For general information or to find a **Day Out With Thomas: The Celebration Tour 2010** event near you, visit www.thomasandfriends.com.

For media use only: For high-resolution downloadable artwork or additional information please go to www.hitnewsonline.com and select **Day Out With Thomas: The Celebration Tour 2010** Artwork.

About Tweetsie Railroad

North Carolina's first theme park opened on July 4, 1957, and is now in its 53rd season. The heart of the park is the famous three-mile train ride behind Tweetsie Railroad's historic steam locomotives, including Engine Number 12.

Tweetsie Railroad is located in the Blue Ridge Mountains on Highway 321 between Boone and Blowing Rock, N.C. For more information about the 2010 season at Tweetsie Railroad, visit www.tweetsie.com or call 1.877.TWEETSIE (1.877.893.3874). Become a Fan of Tweetsie Railroad at www.facebook.com/Tweetsie or follow Tweetsie on Twitter: www.twitter.com/TweetsieRR.

About Thomas & Friends™

Thomas the Tank Engine was created by a father for his son nearly 65 years ago and today is enjoyed by families in more than 185 territories and in 30 languages. The #1 blue engine and his friends invite children to enter a world of imagination through the tracks of a train and the words of a story. Children embark on adventures with their engine friends while experiencing timeless life lessons of discovery, friendship and cooperation. *Thomas & Friends* makes tracks to great destinations on PBS KIDS®, PBS KIDS SproutSM and with downloadable episodes available through iTunes. For more information about the world of *Thomas the Tank Engine* and his friends, please visit www.thomasandfriends.com.

About HIT Entertainment

HIT Entertainment, owned by private equity investment group Apax Partners, is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes properties, such as Barney™, Bob the Builder™, Thomas & Friends™, Pingu™, Fireman Sam™, Angelina Ballerina™ and Rainbow Magic™. HIT represents Chapman Entertainment's Fifi and the Flowertots™ and Roary the Racing Car™ in North America and Japan, as well as Wallace & Gromit™, Shaun the Sheep™ and Aardman Classics from Aardman Animations. HIT also acts as representative for The Wiggles® in the UK. Launched in 1989, HIT's lines of business span television and video

production, content distribution, publishing, consumer products licensing and live events and has operations in the UK, US, Canada, Hong Kong and Japan. HIT is a part-owner of US-based preschool channel, PBS KIDS SproutSM, and international preschool channel JimJam, (outside of the US, UK and China). For more information, visit www.hitentertainment.com.

About MEGA Brands

MEGA Brands is a trusted family of leading global brands in construction toys, games & puzzles, arts & crafts and stationery. They offer engaging creative experiences for children and families through innovative, well-designed, affordable and high-quality products. Visit <http://www.megabrands.com> for more information.