



FOR IMMEDIATE RELEASE

BOB THE BUILDER™ TO PERFORM IN EASTERN CANADA FOR THE FIRST TIME!

Live Shows Highlight Jack Frost Children's Winterfest in Charlottetown, PE

TORONTO, February 1, 2005: **Bob the Builder™** is set to make his first live appearance in Eastern Canada, headlining the children's entertainment program at the first **Jack Frost Children's Winterfest** in Charlottetown, PE, February 11-13, 2005. Sharing the bill with the ever-popular **Barney™**, Bob the Builder™ will perform live shows with popular Canadian children's artist Markus on the **Treehouse Live Outdoor Stage**, produced by Kidomo Inc.

The Jack Frost Children's Winterfest kicks off on Friday, February 11 at 6pm and runs through to Sunday, February 13 at 6pm. The three-day event, presented by Confederation Bridge, features a magical kingdom for kids with a 1200 sq ft snow castle built with 180 tonnes of snow! In addition to live shows at the Treehouse Live Outdoor Stage, activities include ice mini-golf, ice sculpting, a snow maze, the Jack Frost Ice Throne, an outdoor skating rink and the spectacular Circus Orange. Bob the Builder™ and Barney™ perform multiple shows on both Saturday, February 12 and Sunday, February 13. For information about tickets, activities and show times call **1-800-955-1864** or visit **www.visitcharlottetown.com**.

Both Bob the Builder™ and Barney™ are televised regularly on **Treehouse TV**, Canada's favourite preschool television network. Kidomo Inc., a leader in the field of event production, marketing and sponsorship in Canada, works directly with the licensors of Canada's most popular children's television programs and in partnership with Treehouse TV to produce hugely successful **Treehouse Live** events across the country. Kidomo's 2005 lineup includes a highly anticipated **Treehouse Live National Tour** featuring Bob the Builder™ that will visit more than 30 cities in Ontario, Manitoba, Saskatchewan, Alberta and British Columbia in the spring.

Kidomo was launched in 1999 by Marketing Specialists, a Canadian company with a proven track record of success in event production, marketing and public relations for more than 20 years. In addition to festival appearances and national tours, Kidomo also produces a top quality live children's entertainment program at Ontario Place in Toronto.

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For more information please call 416-597-9940 or visit **www.kidomo.com**.