



FOR IMMEDIATE RELEASE

BOB THE BUILDER™ TO PERFORM IN ST. JOHN'S FOR THE FIRST TIME!

TORONTO, February 17, 2005: **Bob the Builder™** is set to make his first live appearance in St. John's, NF, at The Village Shopping Centre on March 4, 2005. The lineup features three shows starring Bob the Builder™ and accompanied by popular Canadian children's artist **Markus**. This show is a huge hit with Canadian families – Bob the Builder™ and Markus recently headlined the children's entertainment program at the new Jack Frost Children's Winterfest in Charlottetown, PE, with more than 10,000 people in attendance! Show times at The Village are 1:00pm, 4:00pm and 6:30pm on Friday, March 4, 2005. Admission is free. The event is produced by Kidomo Inc.

Bob the Builder™ is 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 also 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.