



PRESS RELEASE
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Discovery Gateway: The Children's Museum of Utah Unveils *BOB THE BUILDER™ – PROJECT: BUILD IT* Traveling Exhibit on Saturday, May 17
Hands-on, environmentally-friendly family experience runs through September 7

Salt Lake City, UT – *Bob the Builder™* and his Can-Do Crew invite aspiring builders and their families to help get the job done, as the *Bob the Builder™ – Project: Build It* traveling museum exhibit comes to Discovery Gateway: The Children's Museum of Utah on Saturday, May 17. The exhibit will be featured at the Museum through Sept. 7, 2014, and will be revealed to members during a grand opening on Saturday, May 17, at 9 a.m. with a public opening to follow at 12 p.m.

This 2,000 square-foot multimedia exhibit is inspired by HIT Entertainment's top rated television series, *Bob the Builder – Project: Build It*. It will replicate elements from Bob the Builder's world, inviting exploration, inspiring teamwork and bringing environmentally friendly building themes to life for children and families.

"We're excited to bring this iconic character and all of his friends to inspire and entertain the children of the Intermountain West," said Maria Farrington, Chief Executive Officer of Discovery Gateway: The Children's Museum of Utah. "We couldn't bring in this level of world-class exhibit without the support of our sponsors and the corporate community, and we're grateful for their commitment to keeping us the premier attraction for families with young children in Salt Lake City's downtown cultural core."

"It is thrilling to have *Bob the Builder – Project: Build It* brought to life at organizations around the world that are dedicated to providing young children with high-quality, hands-on, educational events," said Jamie Cygielman, Senior Vice President, Consumer Products, HIT Entertainment.

The *Bob the Builder – Project: Build It* traveling museum exhibit will invite families to spend time in Sunflower Valley with Bob the Builder, Wendy and the rest of the Can-Do Crew. Children can practice their own fixing with kid-smart activities that build up their Can-Do attitudes and encourage them to be an active part of *Bob the Builder – Project: Build It*. Families can also work together to install new parts in Bob the Builder's mobile home and in his building workshop, and learn about water conservation. Children and their families can help Bob build the vehicle shelter and experiment with tools in Bob's building workshop. The exhibit continues the spirit of Discovery Gateway's ongoing commitment to present STEM (Science, Technology, Engineering and Mathematics) centered learning and experiences, with Sunflower Valley presenting opportunities to learn about these principles through hands-on play.

Discovery Gateway is offering a *Bob the Builder* summer membership special available for purchase on site or online at discoverygateway.org through June 30. The summer membership consists of a 3-person Museum membership valid until September 30, for only \$40 + \$10 for each additional person.

Bob the Builder – Project: Build It is presented by the George S. & Dolores Doré Eccles Foundation and locally sponsored by Zions Bank, Workers Compensation Fund, Sallie Mae Bank, Granite Construction, Draw, Salt Lake Magazine, KSL, and KUED.

The exhibit is included with regular admission and is open Monday through Thursday from 10 a.m. to 6 p.m., Friday and Saturday from 10 a.m. to 8 p.m., and on Sundays from noon until 6 p.m. For more information, call (801) 456-KIDS (5437) or visit www.discoverygateway.org.

Media are invited to preview the exhibit on Friday, May 16, from 10 a.m. – 12 p.m.

***Bob the Builder™ – Project: Build It* exhibit produced by HIT Entertainment and The Children’s Museum of Indianapolis.**

About *Bob the Builder™*

Bob the Builder and his machine team are ready to tackle any project. As they hammer out the solutions that lead to a job well done, Bob and the can-do crew demonstrate the power of positive thinking, problem-solving, teamwork and follow-through. Most importantly, from start to finish, the team always shows that The Fun Is In Getting It Done! Bob the Builder is produced by HOT Animation and can be seen building, digging and hauling on PBS KIDS® and PBS KIDS SproutSM. For more information about Bob the Builder and the can do crew please visit www.bobthebuilder.com.

About HIT Entertainment

HIT Entertainment, owned by private equity investment group Apax Partners since June 2005, is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes internationally renowned children's properties, such as Bob the Builder™, Barney™, Thomas & Friends, Pingu™, Rubbadubbers™ and Angelina Ballerina™. HIT acts as a representative for The Wiggles® in the UK, US and Canada and as worldwide representative for The Jim Henson Company's library of classic family brands, including Fraggle Rock™. HIT also owns the Guinness World Records™ publishing and television property and Fireman Sam™, a joint venture with S4C. Launched in 1989, HIT's lines of business span television and video production (including studios in the US and the UK), publishing, consumer products licensing and live events. With a catalog of more than 1,000 hours of young children's programming, HIT sells its shows to more than 240 countries worldwide, in more than 40 different languages and has operations in the UK, US, Hong Kong, Japan and Canada. In 2005, the Company joined Comcast Corporation, PBS and Sesame Workshop to launch PBS KIDS Sproutsm, a 24-hour digital cable channel and VOD service for preschoolers. For more information, visit www.hitentertainment.com.

About The Children’s Museum of Indianapolis

The Children’s Museum of Indianapolis is a non-profit institution committed to creating extraordinary learning experiences that have the power to transform the lives of children and families. The 433,000 square-foot facility houses 11 major galleries. Visitors can explore the physical and natural sciences, history, world cultures, the arts, and see how dinosaurs lived 65 million years ago in Dinosphere: Now

You're in Their World®. The Children's Museum, situated on 13 acres of land in Indianapolis presents thousands of programs and activities each year. For more information about The Children's Museum in English and Spanish, visit www.childrensmuseum.org.

About Discovery Gateway: The Children's Museum of Utah

Discovery Gateway: The Children's Museum of Utah is located in downtown Salt Lake City at 444 West 100 South and is a contemporary discovery center offering 60,000 square feet of interactive, hands-on fun. The engaging workshops, programs, and exhibits invite the whole family to create, learn, and play together. It is the mission of Discovery Gateway to inspire children of all ages to imagine, discover, and connect with their world to make a difference. For information, please call (801) 456-5437, or visit us at www.discoverygateway.org

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