

Anthony, Sam, Murray And Jeff Proudly Invite YOU To Join Them For....

**THE WIGGLES! BIG BIRTHDAY! TOUR COMING
TO TOWER THEATRE ON SATURDAY, JULY 16TH
AT 11:30 AM & 3:00 PM**

**TICKETS FOR THE WIGGLES®
BIG BIRTHDAY! TOUR IN PHILADELPHIA, PA
ARE ON SALE NOW**

(Philadelphia, PA) – The Fab Four from down under are back with this year's most anticipated family event. It's time for a party...The Wiggles **Big Birthday** party! Come along and "*Sound Your Funky Horn*," "*Clap Your Hands With Dorothy*," and do the "*Hot Potato*." Join The Wiggles, Captain Feathersword, Dorothy the Dinosaur, Henry the Octopus, Wags the Dog and all the Wiggly Dancers as they celebrate their **Big Birthday** in Philadelphia!

The Wiggling commences at Tower Theatre on Saturday, July 16th for two shows at 11:30 AM and 3:00 PM.

Tickets for Philadelphia are on sale now and are available at Livenation.com, Live Nation Box Office (111 Presidential Blvd, Bala Cynwyd), Tower Box Office (69th & Ludlow, Upper Darby – first day of on sale and day-of-show only) or charge-by-phone at 800-745-3000. Prices range from \$18 – \$78 (additional facility fees, service charges and \$.50 donation to Reach Out and Read may apply). \$78 tickets in the Wiggles VIP section are limited, and will include the best seats in the house, an exclusive gift, an activity sheet and a chance to dance along with The Wiggles themselves!

Come and wiggle in the aisles for the **Big Birthday** Tour. The Wiggles are excited to bring their highly interactive, fun and educational message throughout North America. Audience participation features include:

- Start the fun at home by creating a giant wiggly birthday card or sign!
- Having fun with your favorite wiggly pal as they sing and dance through the audience.
- Dress up as your favorite character.
- Yelling "Wake up, Jeff!" whenever the loveable Purple Wiggle falls asleep onstage.

Children can have even more wiggly fun while they wait for the **Big Birthday** celebration online with www.WiggleTime.com, The Wiggles' very own virtual world created specifically for preschoolers and their parents. Parents can monitor their child's progress and have access to premium promotional offers, contests, merchandise discounts and presale Wiggles tickets! You can also follow the gang on Twitter via [Twitter.com/ItsWiggleTime](https://twitter.com/ItsWiggleTime) or become a fan of the group's official Facebook page [Facebook.com/TheWiggles](https://facebook.com/TheWiggles).

The Wiggles are proud to announce that the U.S. school readiness initiative Reach Out and Read will be the official charity partner of their 2011 American tour. Reach Out and Read prepares America's youngest children to succeed in school by partnering with doctors to "prescribe" books and encourage families to read together. Together, Reach Out and Read and The Wiggles will work to raise awareness about the importance of parental involvement and reading aloud to young children. This year, Reach Out and Read will serve 4 million children and families nationwide through 4,600 hospitals,

clinics, and medical practices. In Pennsylvania, 94 hospitals and clinics participate in Reach Out and Read, serving 77,000 children annually.

Parents who participate in the research-proven program read to their children more often, and their children enter kindergarten with larger vocabularies and a six-month developmental edge. A portion of the proceeds from all ticket sales will be used to support Reach Out and Read Programs in Greater Philadelphia, some of which include South Philadelphia Pediatrics, The Center for Child and Adolescent Health at St. Christopher's Hospital for Children, and The Children's Hospital of Philadelphia Care Network, Pediatric & Adolescent Care, Cobbs Creek.

About The Wiggles

The Wiggles, the world's #1 preschool entertainers, performed over 350 shows to more than 1.5 million fans since 2005 in the United States alone. The Wiggles perform over 200 shows annually across four continents. The Wiggles are seen on TV in over 120 countries worldwide. Fans can catch The Wiggles on television exclusively in the U.S. on 24-hour preschool network Sprout as hosts of *Sprout's Wiggly Waffle*, which airs every weekday morning from 6:00 – 9:00 a.m. ET. The Wiggles have sold more than 23 million DVDs and videos, 7 million CDs and 8 million books in the United States, Canada, United Kingdom, Australia and New Zealand. You can also follow the gang on Twitter via [Twitter.com/ItsWiggleTime](https://twitter.com/ItsWiggleTime) or become a fan of their official Facebook page [Facebook.com/TheWiggles](https://facebook.com/TheWiggles).

About Reach Out and Read

Reach Out and Read is an evidence-based, national nonprofit organization that prepares America's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together. Reach Out and Read currently serves one-third of the most impoverished children in the United States. The Reach Out and Read model is endorsed by the American Academy of Pediatrics, and the program has one of the strongest records of research support of any primary care intervention. This year, Reach Out and Read's 28,000 volunteer doctors and nurse practitioners will provide more than 6.4 million new books to 3.9 million children at 4,688 healthcare locations in all 50 states. For further information, please visit Reach Out and Read's website at www.reachoutandread.org or become a fan at facebook.com/reachoutandread. For more information on Reach Out and Read's impact in Greater Philadelphia, visit www.reachoutandreadphilly.org.

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