

FOR IMMEDIATE RELEASE

***Shopkins Live! Shop It Up!* Travels to Worcester March 2**



Worcester, Mass. (October 24, 2017) Best Day Ever! On the heels of last month's premiere of its first national tour, *Shopkins Live! Shop It Up!* will play at The Hanover Theatre for the Performing Arts on Friday, March 2. The tour will visit more than 115 North American cities through April 2018. Tickets are now on sale to members and go on sale to the public Friday, October 27 at 10 a.m.

Shopkins Live! Shop It Up! is the first theatrical production based on the phenomenally successful Shopkins toy brand. Social media is raving about #ShopkinsLive including CookieBSwirl in her video to her more than five million subscribers.

"We're so thrilled to see all the besties in attendance with ear-to-ear smiles," said Gilles Paquin, president and CEO of Koba Entertainment, who also serves as executive producer of *Shopkins Live! Shop It Up!* "They get so enthralled by the vibrant, colorful set and costumes, and soon enough the catchy songs will have BFFs singing along and dancing in their seats."

Based on America's #1 toy brand, Youtube sensation and international toy phenomenon created in Australia by Moose Toys, *Shopkins Live! Shop It Up!* immerses audiences in the world of Shopville using custom-designed theatrical costumes, creative onstage characters and state-of-art video and set design. Original music, song, dance and interactive sing-a-longs are a huge part of the live show, with performances from Shoppies Jessicake, Bubbleisha, Peppermint, Rainbow Kate, Cocolette, Polli Polish and more.

Since its launch in 2014, the Shopkins brand continues to be a hot ticket item for children worldwide. Shoppies dolls consistently rank as the #1 kids toy in the U.S. The first-ever Shopkins movie, "Shopkins Chef Club," was released last year by Universal

Pictures Home Entertainment, and numerous dedicated apps continue to expand the brand's ever-growing world.

Shopkins Live! Shop It Up! runs for approximately 90 minutes, with one 15-minute intermission. For more information, visit www.shopkinslive.com. The *Shopkins Live!* U.S. tour is represented by APA.

Tickets to *Shopkins Live! Shop It Up!* are \$35 and \$45, with VIP Meet & Greet packages available for \$100. Discounts are available for members of The Hanover Theatre and groups of 10 or more. Tickets are available online at TheHanoverTheatre.org, by phone at 877.571.SHOW (7469) or at The Hanover Theatre box office located at 2 Southbridge Street in downtown Worcester.

About The Hanover Theatre

The Hanover Theatre continues to draw over 197,000 patrons annually with world-class performances and headlining acts including Broadway hits ("Les Misérables," "Kinky Boots"), comedians (Dave Chappelle, Jay Leno, Jerry Seinfeld), musical acts (Neil Young, Aretha Franklin, John Legend, Tony Bennett) and everything in between ("A Christmas Carol," Alvin Ailey American Dance Theatre, Alton Brown, Dr. Neil deGrasse Tyson). POLLSTAR consistently ranks The Hanover Theatre as one of the Top Theatres in the World. After nine seasons, the award-winning, historic theatre continues to establish its place as a world-class performing arts venue, acting as a catalyst for the economic development of downtown Worcester. The Hanover Theatre's recently acquired 551 Main Street houses new function space, offices, rental space for a restaurant on the ground floor and The Hanover Theatre Conservatory for the Performing Arts on the lower level.

Worcester Center for Performing Arts, a registered not-for-profit 501(c)(3) organization, owns and operates The Hanover Theatre and Conservatory for the Performing Arts. All donations are tax deductible to the fullest extent allowed by law.

About Koba Entertainment

A prominent producer of original family musicals, Koba Entertainment has been captivating audiences around the world with celebrated characters from literature, television and pop culture since 2004. Koba Entertainment productions have enchanted people of all ages in more than 165 North American cities, 12 countries and 4 continents. Production credits for young audiences include: *Bubble Guppies Live! Ready to Rock, Dora the Explorer Live! Search for the City of Lost Toys, Toopy and Binoo: Fun and Games, The Backyardigans: Sea Deep in Adventure, and Max & Ruby in the Nutcracker Suite.*

About Moose Toys

Moose Toys exists to make children happy. The team has innovation in their DNA and are famous for the design, development and manufacture of award-winning toys that continue to disrupt the market! Moose Toys dominates in categories including collectables, craft, dolls, games and youth electronics and is consistently recognized as the most creative company in the industry. The family run business disrupted the toy industry with the global phenomenon Shopkins and, through these pint-sized characters,

reinvigorated the way children play. The success of the company extends to the development of content, entertainment and global licensing deals. Moose calls Australia home, has more than 400 staff and distributes to over 100 countries.

###