



For Immediate Release

**The Wiggles Make Cinema History with the First Ever, Live-Concert Movie for Preschoolers...*The Wiggles – BIG, BIG SHOW in the Round!***

The World's #1 Preschool Entertainers Make Their Canadian Debut on The Big, Big Screen in Cineplex Entertainment & Empire Theatres Locations Nationwide

(March 17, 2010) – The world's premiere children's entertainers, The Wiggles, are about to make cinema history with the Canadian release of the first ever live-concert movie for preschoolers. On Saturday, April 10<sup>th</sup> and Sunday, April 11<sup>th</sup>, select Cineplex Entertainment and Empire Theatres locations across Canada will feature the happiest show in town. The Wiggles and CinemaLive are proud to present *The Wiggles – BIG, BIG SHOW in the Round*, a circus inspired concert filmed at The Acer Arena in the group's hometown of Sydney, Australia on December 20, 2009.

Directed by the Blue Wiggle himself, Anthony Field, this show promises 360° of family fun and entertainment. "I think this show is our happiest, most musical and thrilling show ever," says Field. "You won't believe your eyes when Jeff summersaults over Murray's head! Every second of this show will bring a new delight."

"We are delighted to partner with The Wiggles and CinemaLive to bring this premium brand of children's entertainment to our guests," said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex Entertainment. "The Wiggles have become a cultural phenomenon not only amongst children but with parents as well. We are happy to have this event premiere in our theatres."

"*The Wiggles – BIG, BIG SHOW in the Round* will come to life on our screens with a colourful picture and quality sound. It will create an exciting movie going experience for our guests across the country, young and old alike," says Dean Leland, Vice President of Studio and Media Relations at Empire Theatres.

Advance tickets are now available online as well as at participating box offices. Visit [www.cineplex.com/events](http://www.cineplex.com/events) for Cineplex locations, tickets and showtimes. General admission is \$9.95. A special group rate is also available at Cineplex Entertainment for groups of 20 or more. For information, call 1-800-313-4461 or email [corporatesales@cineplex.com](mailto:corporatesales@cineplex.com). For information on showtimes, rates and Empire Theatres' locations, visit [www.empiretheatres.com](http://www.empiretheatres.com).

Everyone loves the circus and *The Wiggles – BIG, BIG SHOW in the Round* promises to capture all of the excitement of being at the Big Top. This wiggly extravaganza features acrobats, gymnasts, dancers, trapeze artists and a ringmaster. Of course Sam, Jeff, Murray and Anthony will be there too, along with Wags the Dog, Dorothy the Dinosaur, Henry the Octopus, Captain Feathersword and the world famous Wiggle dancers.

The Wiggles are excited to be the first children's entertainment group ever to offer their fans a live-concert movie created entirely for the enjoyment of preschoolers and their parents.

Cineplex Entertainment and Empire Theatres will present *The Wiggles – BIG, BIG SHOW in the Round* on Saturday, April 10<sup>th</sup> and Sunday, April 11<sup>th</sup>. For more information and showtimes, please visit [www.CinemaLive.com](http://www.CinemaLive.com), [www.cineplex.com/events](http://www.cineplex.com/events) or [www.empiretheatres.com](http://www.empiretheatres.com).

#### About The Wiggles

The Wiggles, the world's #1 preschool entertainers, performed over 300 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 110 countries worldwide. Fans are able to catch The Wiggles on television exclusively in the U.S. on the 24-hour preschool network Sprout. Now in their nineteenth year, The Wiggles have sold more than 22.5 million videos and 7 million CDs in the United States, Canada, United Kingdom, Australia and New Zealand.

#### About CinemaLive

CinemaLive is one of the world's leading producers and distributors of premium alternative content for cinemas and big screen venues worldwide. Parent company, The Shooting Star Picture Company, has been producing high quality concerts and events for over 15 years and has a reputation for quality and global excellence. With offices in the UK, Australia and soon to open in the US, the CinemaLive subsidiary has quickly become one of the fastest growing companies since establishing in late 2008. It delivers the very best comedy, music, cultural, sport and family entertainment via satellite and hard drive to over 28 countries around the world.

#### About Cineplex Entertainment

As the largest motion picture exhibitor in Canada, Cineplex Entertainment LP owns, leases or has a joint-venture interest in 130 theatres with 1,347 screens serving approximately 70 million guests annually. Headquartered in Toronto, Canada, Cineplex Entertainment operates theatres from British Columbia to Quebec and is the largest exhibitor of digital, 3D and IMAX projection technologies in the country. Proudly Canadian and with a workforce of approximately 10,000 employees, the company operates the following top tier brands: Cineplex Odeon, Galaxy, Famous Players, Colossus, Coliseum, SilverCity, Cinema City and Scotiabank Theatres. The units of Cineplex Galaxy Income Fund, which owns approximately 99.6% of Cineplex Entertainment LP, are traded on the Toronto Stock Exchange (symbol CGX.UN). For more information, visit [www.cineplex.com](http://www.cineplex.com).

#### About Empire Theatres

Empire Theatres Limited is a Canada-wide film exhibition company providing an exciting out-of-home entertainment experience including traditional film exhibition as well as other content using its digital and satellite capabilities. Empire Theatres Limited is a 100% owned subsidiary of Empire Company Limited that owns and operates 50 theatres across Canada with 380 screens, including one IMAX theatre in Halifax, NS. Empire Theatres Limited's corporate headquarters are located in Stellarton, NS, with regional offices in Halifax, NS; Toronto, ON; and Calgary, AB. With approximately 2,500 employees, Empire Theatres provides excellent employment opportunities for the youth of Canada in an exciting and energetic industry.

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