



## THE CHILDREN'S MUSEUM OF INDIANAPOLIS, DELTA FAUCET COMPANY AND HIT ENTERTAINMENT TEAM UP TO INTRODUCE THE FIRST HANDS-ON **BOB THE BUILDER™ - PROJECT: BUILD IT** TRAVELING EXHIBIT

**Multimedia Museum Exhibition Grand Opening June 17, 2006**

**Indianapolis, IN / New York, NY – May 10, 2006** – This summer, *Bob the Builder* and his can-do crew invite aspiring builders and their families to help get the job done, as the first-ever hands-on ***Bob the Builder – Project: Build It* Traveling Museum Exhibit** debuts at The Children's Museum of Indianapolis. This 2,000 square-foot multimedia exhibit, sponsored nationally by Indianapolis-based Delta Faucet Company and inspired by HIT Entertainment's top rated television series, ***Bob the Builder – Project: Build It***, will replicate elements from Bob the Builder's world in Sunflower Valley, inviting exploration, inspiring teamwork and bringing "eco-friendly" building themes to life for children and families.

The *Bob the Builder – Project: Build It* Traveling Museum Exhibit opens on June 17, 2006 at The Children's Museum of Indianapolis and will visit 30 major markets in North America through 2011, reaching more than 2 million children and families.

"The Children's Museum is excited to debut *Bob the Builder's* first traveling exhibit, offering children a learning experience that encourages Bob the Builder's signature can-do attitude, problem solving skills and teamwork," said Dr. Jeffrey H. Patchen, President and CEO of The Children's Museum of Indianapolis. "Following the grand opening, *Bob the Builder – Project: Build It* sponsored by Delta will begin its national tour at The Children's Museum of Manhattan in New York and The Royal Alberta Museum in Edmonton, Canada, and it will reach 30 venues during the next five years."

"This is a great opportunity to reach the community with important messages about conservation, as well as what goes into building and maintaining a home," said Reinhard Metzger, president of Delta Faucet Company. "*Bob the Builder* is a great partner for the Delta brand because he embodies the combination of a can-do attitude and concern for the environment that our company was built upon. We are pleased to partner with The Children's Museum to help educate young visitors on these ideas."

"We are thrilled to work with The Children's Museum of Indianapolis, a premiere provider of exhibits that are interactive and educational for visitors of all ages," said Jamie Cygielman, Senior Vice President, Consumer Products, HIT Entertainment. "Their dedication to providing young children with high-quality, hands-on educational events, makes them the perfect partner to bring *Bob the Builder – Project: Build It* to life."

The *Bob the Builder – Project: Build It* Traveling Museum Exhibit will invite families to spend time in "Sunflower Valley" with Bob, Wendy and the rest of the can-do crew. There, 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 to sinks in Bob the Builder's mobile home and in his building workshop, and learn about water conservation, courtesy of exhibit presenter the Delta Faucet Company. *[For more information on the exhibit, please see attached 'Nuts & Bolts' sheet]*

**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 Sprout. For more information about *Bob the Builder*, and the can do crew please visit [www.bobthebuilder.com](http://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™* and HIT acts as a representative for The Wiggles® in the UK, US and Canada. 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 over 1,000 hours of young children's programming, HIT sells its shows to over 240 countries worldwide, in more than 40 different languages and has operations in the UK, US, Japan and Canada. In 2005, the Company joined Comcast Corporation, PBS and Sesame Workshop to launch PBS KIDS Sprout<sup>SM</sup>, a 24-hour digital cable channel and VOD service for preschoolers. For more information, visit [www.hitentertainment.com](http://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](http://www.ChildrensMuseum.org).

**About Delta Faucet Company**

Delta Faucet Company, headquartered in Indianapolis, is a division of Masco Corporation and is the largest U.S. manufacturer of residential and commercial faucets. The company manufactures the *Delta®*, *Brizo®* and *Peerless®* faucet brands and holds the number one market share position in the United States. The market-leading Delta line, with a strong half-century heritage, delivers exceptionally well-made, stylish faucets and related accessories that are precisely crafted to be beautiful both inside and outside. Dedicated to a total customer experience, Delta invests heavily in internal processes and systems to ensure exceptional customer satisfaction. A worldwide leader in faucets and related accessories, Delta sells products in more than 53 countries. For more information on Delta Faucet Company, visit Delta's Web site at [www.deltafaucet.com](http://www.deltafaucet.com) or call toll-free at 800-345-DELTA (3358).

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**BOB THE BUILDER™ - PROJECT: BUILD IT**  
**TRAVELING EXHIBIT INTERACTIVES**

The nuts and bolts:

- **Meet the Can-Do Crew** - Construct an afternoon of activity -- build memories and snap photos with a life-sized, three-dimensional Bob the Builder and Benny, the specialist digger.
- **Bob's Mobile Home** - See Bob the Builder's blueprint for success as children explore their favorite builder's mobile home. Children can be part of the crew and help fix the drip coming from Bob the Builder's sink or watch video clips from the popular series.
- **Build the Machine Shelter** - Be part of the team, laying stones in the walls of the machine team's shelter and building stalls for Roley, Scoop, Benny, Muck and Scrambler to sleep.
- **Drive a Machine** - Let's Scram! Climb aboard the off-road vehicle Scrambler, rock and roll with Roley the Steamroller and dig up fun with Scoop the Digger!
- **Talkie Talkie** - This problem-solving crew has a lot to say and each member has a special phrase. View a picture of each team member and push a button to hear their famous catch phrases, "No prob, Bob" or "Unreal banana peel!"
- **Wendy's Caravan** - Wendy needs some help from the team to refurbish and decorate her caravan and plant beautiful flowers... all under Spud the Scarecrow's watchful direction.
- **Water Pump** - Farmer Pickles isn't the only one in Sunflower Valley that knows that water conservation is important. Children can explore the interactive water pump station, learn important messages about water conservation and help to bring water to Sunflower Valley.

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