



JUST IN TIME FOR THE HOLIDAYS – ALL NEW VEGGIETALES® MERRY LARRY AND THE TRUE LIGHT OF CHRISTMAS FEATURING SI ROBERTSON AND OWL CITY

FRANKLIN, TN (Sept. 12, 2013) –VeggieTales® the global leader in kids’ faith-based home entertainment is featuring pop culture icon, Si Robertson of Duck Commander®, in the cast of its upcoming Christmas DVD, “Merry Larry and the True Light of Christmas.” Scheduled to arrive in Christian retail outlets on Oct. 19, 2013, followed by a broader release in general retailers on Oct. 22, 2013, the new holiday story blends great fun and entertainment while telling a tale of the true meaning of Christmas as only VeggieTales can.

Top-rated reality television star, Si Robertson, is transformed into a loveable and wise okra janitor named Silas. Silas narrates the adventures of the holiday flick, which stars Larry the Cucumber, the vibrant Head Elf of the mall who will stop at nothing to assist a compassionate young girl on her quest to help a neighbor in need for Christmas. Bob the Tomato co-stars as Phillip Fleagle, a harried mall employee who takes some time to realize that there is more to the holiday season than material gifts and light displays.

The uplifting theme song, “Light of Christmas,” from radio hit maker Owl City, featuring multi-Grammy award winning artist, TobyMac, brightens the release and is certain to be a holiday hit among children and music lovers of all ages.

“We’re especially excited to be adding a celebrity okra to our star-studded cast of vegetables to give our new holiday DVD added fun and sparkle, while illuminating the core values of VeggieTales,” said Leslie Ferrell,

President of Big Idea Entertainment. “Si Robertson is a perfect fit because, like VeggieTales, Duck Commander is all about celebrating faith and family.”

In the Spirit of the holidays and in keeping with its core mission, VeggieTales is working with Operation Christmas Child, a global children's project of Samaritan's Purse. This year, Bob and Larry are official spokes-vegetables to encourage families to join in the collection of millions of shoebox gifts and to share God's love with children in need.

For more information about VeggieTales’ holiday collaboration with Operation Christmas Child will be available on the DVD as a bonus feature. Additionally, Si Robertson fans will enjoy an insider’s look at the development of Silas with a behind-the-scenes video feature. Other extras include a special Owl City and TobyMac lyric video and the newest Silly Song with Larry, “Wrapped Myself Up for Christmas.”

To watch the movie trailer, play games, learn more about VeggieTales apps, live shows and more holiday fun to come, please visit www.VeggieTales.com.

#

Press contacts:

Ashley Aberbach – Finn Partners for Big Idea Entertainment
Phone: (212) 715-1524
Email: ashley.aberbach@finnpartners.com
Twitter: @finnpartners

About Big Idea

Big Idea Entertainment, a division of DreamWorks Animation SKG, Inc., is a leading studio and producer of children’s and family programming, characters and brands. Big Idea’s best-selling series VeggieTales® is a one of the most recognized brands in the US with moms of pre-schoolers*. Since 1993, VeggieTales® has sold 70 million videos, 15 million books and more than 7 million CDs. VeggieTales® enjoyed four seasons as top-rated series on NBC Saturday mornings, Telemundo and ION TV. The studio's two theatrical releases, Lionsgate’s Jonah-A VeggieTales Movie® (2002), and Universal Pictures' The Pirates Who Don’t Do Anything®-A VeggieTales Movie® (2008), are distinguished among the most successful faith-based films of all time. Big Idea also maintains an extensive presence in publishing, licensing and live entertainment arenas. For more information on Big Idea, visit: www.VeggieTales.com.

*Spring 2012 Q-Score