



Where Science and Nature Are Fun



NEWS RELEASE --

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***Kidtoons Brings Spookley the Square Pumpkin
To the Travelers Science Dome for six shows in October***

Halloween themed show has message of celebrating our differences.

West Hartford, Conn., October 4, 2011—***Spookley the Square Pumpkin*** is coming to The Children's Museum's Travelers Science Dome Planetarium for six performances only, Friday through Sunday, October 21, 22 and 23 and October 28, 29 and 30 at 4:30pm. Tickets are \$4 per person for members of The Children's Museum/Roaring Brook Nature Center and \$5 for non-members. The Children's Museum is located at 950 Trout Brook Drive in West Hartford. Tickets for ***Spookley the Square Pumpkin*** may be purchased by calling 860.231.2830 x44, or online at www.thechildrensmuseumct.org. Passes and discount coupons may not be used for this special presentation.

In a world where "the only good pumpkins are round pumpkins," ***Spookley the Square Pumpkin*** is often teased by the other pumpkins because of his odd shape. Soon, Spookley is befriended by Edgar, Allen and Poe, three hilarious spiders who convince Spookley that square or not, he has the right to be the pick of the pumpkin patch on Halloween.

Spookley will appeal to children between ages three and eight, with charming characters and a message that it's okay to be different. Written and created by Joe Troiano, the film tells the story of a square pumpkin living in a round pumpkin patch on Holiday Hill Farm. Although Spookley initially faces ridicule from his fellow patch-mates, he goes on to save the day during a terrible storm. As a result, all the pumpkins in the patch learn that it is the thing that makes you different that makes you special.

Spookley the Square Pumpkin is rated “G” by the Motion Picture Association of America and is produced by Kidtoons and Holiday Hill Farm. Its October release coincides with activities across the country in observation of National Bullying Prevention Month.

About Kidtoon Films Inc., a Division of Cinedigm Digital Cinema Corp:

For eight years, Kidtoons has been captivating audiences with family-friendly weekend matinees in 180 movie theatres across the nation. With a new program released each month, parents rely on Kidtoons to provide wholesome, quality, age appropriate entertainment for their kids aged 3-7, including such well known properties as Barbie, Curious George and Thomas the Tank Engine. Millions of young children have been introduced to the theatre-going experience with Kidtoons.

About Holiday Hill Enterprises:

Founded by author, screenwriter, and lyricist Joe Troiano and entertainment executive Jonathan Flom, Holiday Hill Enterprises oversees the development of publishing, merchandise, entertainment and licensing for the Holiday Hill Farm brand. Holiday Hill Farm is home to beloved children’s characters created by Joe Troiano: Spookley the Square Pumpkin, Mistletoe and the Christmas Kittens, Lyla the Lovesick Ladybug, JellyBean and the Unbreakable Egg, and Beacon the Bright Little Firefly. With sales of more than 1.5 million books, half a million videos, and a Top 10 app, HHE has recently expanded its marketing and distribution through events at farms around the country and at children’s museums and theaters nationwide. The company and its founders have received numerous awards and honors, and Spookley the Square Pumpkin has been named official spokes-pumpkin for PACER’s National Bullying Prevention Center. To find out more, visit www.spookley.com and www.facebook.com/holidayhillfarm.

The Children’s Museum offers over 100 live animals, hands-on science exhibits, out-of-this-world digital planetarium shows, and programs for younger children and families. The Children’s Museum and Children’s Museum Preschool are located at 950 Trout Brook Drive in West Hartford and at Roaring Brook Nature Center in Canton. More information is available at www.TheChildrensMuseumCT.org.

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