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Nickelodeon's *Go, Diego, Go Live!* Sets Out
on an Adventurous Trek in 2008
Live Production Swings Into Chrysler Hall
from March 19th to March 20th

NORFOLK, VA – Nickelodeon and Live Nation announced that the national touring production of *Go, Diego, Go Live! The Great Jaguar Rescue* presented by State Farm® will come to **Norfolk's Chrysler Hall** for three performances on **March 19th and March 20th**.

Jesse Carrion has been cast in the lead role of kids' favorite adventurer, Diego. Jesse earned his B.A. in Acting from the UCLA Theater and Film Department. His most recent acting credits include the 2007 national touring production of RENT and the original play The Lockdown Club at the Stella Adler Theater in Los Angeles.

“We're excited to continue last year's successful run with the second leg of the Go, Diego, Go Live! Tour,” said Stuart Rosenstein, Senior Vice President, Resorts and Theatricals, Nickelodeon Recreation. “In 2007, more than 600,000 kids and parents attended the live adventure and we look forward to bringing the Diego tour to more than 40 markets across the USA and Canada and providing families with a truly memorable, interactive performance experience.”

“We are extremely proud that so many families across the country enjoyed this fantastic production,” says Jennifer Costello, senior vice president - Productions, Live Nation. “This show is a touring blockbuster, and we look forward even more people experiencing this wonderful production.”

The live-action stage show, *Go, Diego, Go Live!*, follows Diego, his sister Alicia and cousin Dora on an action-packed, special mission to get Baby Jaguar's growl back from the Bobos. Every child in the audience gets a jaguar mask to help on the interactive adventure to rescue animals, navigate through the rainforest and pass a giant waterfall to get to the Animal Carnivale. Featuring the familiar songs and characters from the award-winning Nick Jr. television show that fans have come to love, this live-action theatrical will take preschoolers on a high-stakes journey inspired by the rich environments of Latin America and by the animals that make their homes in those habitats.

Go, Diego, Go Live! The Great Jaguar Rescue comes on the heels of Nickelodeon Recreation and Live Nation's most recent project, *Dora the Explorer Live!*, which sold close to three million tickets during its domestic run and was the highest grossing project to-date for the Nickelodeon/Live Nation partnership. *Dora the Explorer Live!* first debuted at Radio City Music Hall in 2003 to sold-out audiences and broke box office records for a live family show run. Based on the hit Nick Jr. series, *Dora the Explorer*, the show experienced continued success at Radio City through 2006, recently wrapped its third touring season, and made its debut in Europe in August 2006.

State Farm will serve as the title sponsor of the *Go, Diego, Go Live!* Tour.

In Fall 2005, Nick Jr. spun off *Dora the Explorer's* wildly popular cousin Diego into his own action-adventure series with the animated preschool show *Go, Diego, Go!* Currently in its second season, the series airs at 9:30 a.m. and 12:30 p.m. (ET/PT) weekdays on Nick Jr. In each episode, Diego receives a call for help at his Animal Rescue Center in the rainforest. With help from his friends, high-tech gadgets and viewers at home, Diego identifies and locates the animal in trouble and the adventure begins. Diego is joined by his 11-year-old sister Alicia, a computer whiz who is also bilingual, and Baby Jaguar, the animal closest to Diego's heart. The animals on *Go, Diego, Go!* are indigenous to Latin America and are seen in their authentic habitat, with featured animals including the chinchilla, sloth and condor. Every animal on the series is researched and its traits

authenticated by science education consultant Mario Castellanos, Project Director of Science Outreach for the Smithsonian National Zoological Park.

Tickets are \$16 to \$36 and can be purchased online at the Scope Box Office, at www.TicketMaster.com or by calling (757) 671-8100. Show times are 7pm on March 19th and 2pm and 7pm on March 20th. For more information on Chrysler Hall, visit www.SevenVenues.com. Fans can visit www.NickJr.com to look for additional local market tour dates and to buy tickets.

About Live Nation

Live Nation is a leading live event and venue management company focused on creating superior experiences for artists, performers, corporations and fans. Live Nation owns, operates and/or has booking rights for more than 150 venues worldwide and produced more than 29,500 events in 2005. Headquartered in Los Angeles, California, Live Nation is listed on the New York Stock Exchange, trading under the symbol "LYV." For more information regarding Live Nation and its businesses, please visit the company's website at www.livenation.com

Other Live Nation family productions include touring productions of Nickelodeon's *Dora the Explorer Live!*, *Blue's Clues Live!* and Mattel's *Barbie Live in Fairytopia!*

About Nickelodeon

Nickelodeon Recreation is one of the leading producers of top quality theatrical and touring shows for kids and their families. Strategically leveraging Nickelodeon's hits into high quality Broadway level stage productions that tour both domestically and in international markets, the division has executive produced 14 unique multimillion dollar theatrical stage productions that have grossed in excess of 100 million dollars in tickets sales.

Nick Jr. is a specially designed programming block airing on Nickelodeon weekdays from 9 a.m. – 2:00 p.m. (ET/PT). Completely dedicated to preschoolers ages 2-5, Nick

Jr.'s Emmy, Peabody and Parents' Choice Award-winning programs are curriculum based, fun and commercial free. At Nick Jr., kids play to learn with innovative, original shows created just for them.

Nickelodeon, in its 28th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 96 million households and has been the number-one-rated basic cable network for more than 13 consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B)

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