



## **FOR IMMEDIATE RELEASE**

For more information:

Jon Schlegel, 954.551.5849; [raileventsinc@gmail.com](mailto:raileventsinc@gmail.com)  
Ann Schwarz, 323-802-1667; [aschwarz@henson.com](mailto:aschwarz@henson.com)

### **THE JIM HENSON COMPANY GRANTS LICENSING AGREEMENT TO RAIL EVENTS, INC. BASED ON THE HIT PBS KIDS SERIES DINOSAUR TRAIN™**

**Hollywood, CA**— December 5, 2011 – The Jim Henson Company has granted a licensing agreement to Rail Events, Inc. to operate live events based on the hit Emmy®-nominated PBS KIDS series Dinosaur Train. Kicking off in summer 2012 at tourist railroads and railroad museums across the U.S. and Canada fans will have the opportunity to meet their favorite Tyrannosaurus Rex, Buddy.

“Through this new partnership with the premier provider of licensed live events for tourist railroads and museums, thousands of children will get a very personal first-hand experience to interact with Buddy, discover new adventures aboard the train, and explore natural history and paleontology in themed play areas”, said Melissa Segal, Senior Vice President of Global Consumer Products at The Jim Henson Company.

“Dinosaur Train is a hit with preschoolers and their parents,” said Jon Schlegel, Vice President and General Manager for Rail Events, Inc. “We think this is a perfect addition to our live event offerings.”

DINOSAUR TRAIN™ is an Emmy-nominated and Parents’ Choice Silver Honor TV series, and is one of the top ten shows for kids ages 2 to 5. Young viewers join Buddy and his adoptive family of Pteranodons on whimsical adventures through prehistoric jungles, swamps, volcanoes and oceans as they unearth basic concepts in natural science, natural history and paleontology. The Dinosaur Train is a colorful locomotive, customized to accommodate all kinds of dinosaurs, and it has the ability to visit the Triassic, Jurassic and Cretaceous worlds, while the Train’s conductor, a knowledgeable Troodon, provides passengers with fascinating facts along the way.

#### **About Dinosaur Train**

Created by Craig Bartlett, Dinosaur Train airs on PBS KIDS® (check local listings), and embraces and celebrates the fascination that preschoolers have with both dinosaurs and trains while encouraging basic scientific and thinking skills. DINOSAUR TRAIN is produced by The Jim Henson Company and co-produced with Singapore animation company Sparky Animation with participation and assistance of the Singapore Media Development Authority. UK production and financial support is provided by Ingenious Media.

**About Rail Events, Inc.**

Rail Events, Inc., a subsidiary of American Heritage Railways, has a successful track record in special events licensing, merchandising and coordinating THE POLAR EXPRESS™ Train Ride, PEANUTS™ The Great Pumpkin Patch Express, The Lone Ranger® Train Ride and The Little Engine That Could™, I Think I Can™ Rail Tour. With this comprehensive lineup, it is easy to see why Rail Events, Inc. is the nation's leader in providing licensed events to the tourist railroad and museum industry.



The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include the Emmy® nominated "Sid the Science Kid," "Dinosaur Train," "Wilson & Ditch: Digging America" and "Pajanimals." Features include "The Dark Crystal," "Labyrinth," "MirrorMask," and "Unstable Fables" and television productions include "Fraggle Rock" and the sci-fi cult series "Farscape."

With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, the Company is also home to Jim Henson's Creature Shop™, a pre-eminent character-building and visual effects group with international film, television and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state-of-the-art and vintage equipment. The Company's Henson Alternative brand has recently announced the national tour of "Stuffed and Unstrung," a live puppet improvisational show named one of the top 10 "Best Stage Shows of 2010" by *Entertainment Weekly*.

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