

NEWS RELEASE

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15 Livingston Ave | New Brunswick, NJ 08901
732-246-SHOW (7469) | STNJ.org

FOR IMMEDIATE RELEASE

State Theatre New Jersey presents

Shopkins Live! Shop it Up!

Tuesday, February 9, 2018, 6:30pm / \$25-\$100

New Brunswick, NJ (December 15, 2017)—State Theatre New Jersey presents the ***Shopkins Live! Shop it Up!*** on **Tuesday, February 23, at 6:30pm**. *Tickets range from \$25-\$100.*

Based on America's #1 toy brand, Youtube sensation and international toy phenomenon created in Australia by Moose Toys, ***Shopkins Live! Shop It Up!*** immerses audiences in the world of Shopville using custom-designed theatrical costumes, creative onstage characters, state-of-art video, and set design. Original music, song, dance, and interactive sing-a-longs are a huge part of the live show, with performances from Shoppies Jessicake, Bubbleisha, Peppermint, Rainbow Kate, Cocolette, Polli Polish, and more.

All of Shopville is in a tizz as preparations get underway for the annual "Funtastic Food and Fashion Fair." Shady Diva showcases her latest fashion designs; Lippy Lips gives colorful advice at the nail salon; Kooky Cookie tries to get in a beauty nap! But wait—no event is complete without a few hiccups! Who has high-jinxed the fashion pageant? Where is the super-secret celebrity guest? Will Slick Breadstick ever find a dance partner? The Shopkins and Shoppies need your help—the show must go on!

"We're so thrilled to see all the besties in attendance with ear-to-ear smiles." says Gilles Paquin, President and CEO of Koba Entertainment, who also serves as Executive Producer of ***Shopkins Live! Shop It Up!***. "They get so enthralled by the vibrant, colorful set and costumes, and soon enough the catchy songs will have BFFs singing along and dancing in their seats,"

Since its launch in 2014, the Shopkins brand continues to be a hot ticket item for children worldwide. Shoppies dolls consistently rank as the #1 kids toy in the U.S.; the first-ever Shopkins movie, ***Shopkins Chef Club***, was released last year by Universal Pictures Home Entertainment; and numerous dedicated apps continue to expand the brand's ever-growing world.

For tickets or more information, call State Theatre Guest Services at 732-246-SHOW (7469), or visit us online at STNJ.org. State Theatre Guest Services, located at 15 Livingston Ave, New

Brunswick NJ, is open Monday through Friday from 10am to 6pm; Saturday from 1pm-5pm; and at least three hours prior to curtain on performance dates unless otherwise specified. For information on group outings and discounts, call 732-247-7200, ext. 536. *Some additional ticket and transaction fees may apply.*

State Theatre New Jersey—creating extraordinary experiences through the power of live performance. The theater exists to enrich people’s lives, contribute to a vital urban environment, and build future audiences by presenting the finest performing artists and entertainers and fostering lifetime appreciation for the performing arts through education. State Theatre New Jersey’s programs are made possible, in part, by funding from the New Jersey State Council on the Arts/Department of State, a Partner Agency of the National Endowment for the Arts, and contributions from numerous corporations, foundations, and individuals. The Heldrich is the official hotel of State Theatre New Jersey. The Star-Ledger is the official newspaper of State Theatre New Jersey. United is the official airline of State Theatre New Jersey.

STATE THEATRE NEW JERSEY

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Guest Services - 732-246-SHOW (7469)
Online - STNJ.org

PHOTOS AND INTERVIEWS FURNISHED UPON REQUEST

Please contact Kelly Blithe at
732-247-7200, ext. 542 or by email at kblithe@stnj.org.
Information in this release is current as of December 15, 2017.
Up-to-the-minute information on events and State Theatre news,
online at STNJ.org.

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