



Media Release

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Global Spectrum and The Wiggles Hold 'Curbside Book Drive'

Donate Gently Used and New Children's Books and Receive a FREE Comcast Community Ice Rink Skating Pass. Some Lucky Donors Will Receive Tickets to The Wiggles!

Be the driving force behind children's literacy by donating to the 'Curbside Book Drive'. Global Spectrum staff at the Comcast Arena at Everett has teamed up with the most beloved family entertainment band in the world, *The Wiggles*, to collect books at the 'Curbside Book Drive' Thursday, July 16 from 7 am – 6 pm. Wags the Dog and Global Spectrum staff will be collecting books and passing out free skating passes for the Comcast Community Ice Rink. Some lucky donors will win free tickets for The Wiggles concerts!

There is no need to even get out of your car! Global Spectrum staff will be stationed on Broadway (between Hewitt and Wall Street). Not only will donors receive a free skating pass from the Comcast Community Ice Rink they will receive free goodies from Whidbey Coffee, Power Play Café and Dryers Ice Cream courtesy of Haggen Food and Drug during certain hours.

The fab four from down under are back with a brand new live show at the Comcast Arena at Everett on July 17, featuring all their friends including Captain Feathersword, Dorothy the Dinosaur, Henry the Octopus, Wags the Dog and all the Wiggly Dancers. The Wiggles are supporting the nationwide early literacy program *Reach Out and Read* on their "Go Bananas Live!" Summer Tour. *Reach Out and Read (ROR)* trains doctors and nurses to advise parents about the importance of reading aloud and to give books to children between six months and five years old at regular pediatric checkups. Guests attending The Wiggles performances at the Comcast Arena are also invited to bring children's books to the show where they will be collected at the entrances. *Reach Out and Read* is specifically looking for board books, small hard cover children's story books.

"We are pleased to support The Wiggles organization and their dedication to children's literacy," Global Spectrum's General Manager at the Comcast Arena at Everett, Kim Bedier stated. "Through our connection with Reach Out and Read, we are also supporting our local library partner, the Sno-Isle Library Foundation as we collect books to be donated to children in need right here at home. We are encouraging all patrons attending the upcoming Wiggles show to please bring a new (or gently loved) children's book to the concert or to the Curbside Book Drive on July 16."

Curbside Book Drive - Thursday, July 16 from 7 am – 6 pm
Comcast Community Ice Rink (Broadway between Hewitt and Wall)

7 am – 9 am – donate and also receive a FREE Whidbey Coffee
11 am – 1 pm – donate and receive FREE popcorn from the Power Play Café
4 pm – 6 pm – donate and receive a Dryers Ice Cream TREAT courtesy of Haggen Food and Drug

The Wiggles LIVE in Concert – Friday, July 17 3 pm and 7 pm – Comcast Arena at Everett. Tickets are still available at the Box Office, charge 1-866-332-8499 or online at www.comcastarenaeverett.com.

About The Wiggles

The Wiggles, the world's #1 preschool entertainers, performed over 300 shows to more than 1.5 million fans since 2005 in the United States alone. The Wiggles perform over 200 shows annually across four continents. The Wiggles are seen on TV in over 110 countries worldwide. Fans will be able to catch The Wiggles on television exclusively in the U.S. on 24-hour preschool network Sprout beginning August 24, 2009. The Wiggles have sold more than 22.5 million videos and 7 million CDs in the United States, Canada, United Kingdom, Australia and New Zealand.

About Reach Out and Read

Reach Out and Read (ROR) is a national nonprofit organization that promotes early literacy by giving new books to children and advice to parents about the importance of reading aloud at regular pediatric checkups. More than 20 million books have been distributed through ROR, which currently serves 25 percent of the most impoverished children in the U.S. ROR is endorsed by the American Academy of Pediatrics and has one of the strongest records of research support of any primary care intervention. This year, ROR's 20th Anniversary, ROR pediatricians will provide 6 million new books to 3.8 million children at 4,535 healthcare Sites in all 50 states. For further information, please visit ROR's website at www.reachoutandread.org or Reach Out and Read Washington State's website at <http://www.reachoutandreadwa.org>.

• Comcast Arena at Everett - Washington's Premier Sports and Entertainment Venue •

The Comcast Arena at Everett, a \$71.5 million multi-purpose complex, was developed by the Everett Public Facilities District. The 10,000-seat venue hosts a myriad of events including concerts, ice skating and family shows. The facility is also home to the Everett Silvertips, a Western Hockey League franchise. The venue accommodates other sporting events such as basketball, volleyball and international skating competitions.

The Comcast Community Ice Rink is used for public skating, hockey leagues, figure skating and much more. The two ice sheets can be converted to form a 57,000 square foot space to host trade shows and special events. The three-story Edward D. Hansen Conference Center includes three 900 square foot executive meeting rooms, and an 11,000 square foot ballroom, which can be arranged in a number of different configurations.

Global Spectrum (global-spectrum.com), the fastest growing firm in the public assembly facility management field, has more than 70 facilities throughout the United States and Canada. The Philadelphia-based company is part of one of the world's largest sports and entertainment firms Comcast-Spectacor.

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