

## **MEDIA ALERT – REQUEST FOR COVERAGE**

MEDIA CONTACTS:

Karen Silberg and Kylene Sullivan  
Dan Klores Communications  
212-981-5232 or 212-981-5249  
[karen\\_silberg@dkcnews.com](mailto:karen_silberg@dkcnews.com)  
[kylene\\_sullivan@dkcnews.com](mailto:kylene_sullivan@dkcnews.com)

### **CARE BEARS™ CELEBRATE THEIR 25<sup>th</sup> ANNIVERSARY WITH NEW YORKERS! Debut of the Most Special Care Bear Ever, A Big Birthday Party, Five Exceptional “Care-A-Lot Kids” Announced and Bear Hugs for All!**

Pop culture sensations, the Care Bears™, will celebrate their 25<sup>th</sup> Anniversary on September 25 by introducing the exquisite new 25<sup>th</sup> Anniversary Care Bear™ with a birthday celebration at Toys “R” Us Times Square and by giving hugs to New Yorkers around the streets of Manhattan. The Care Bears will spread happiness through the city, making appearances at parks, after-school programs, museums, libraries, shops, restaurants, transportation hubs and more!

The Care Bears also will be announcing the names of the “Care-A-Lot Kids” – five remarkable kids from across the country who are being recognized as exceptional examples of the Care Bears’ message of “caring and sharing”. These kids have taken action to make positive changes in their communities, and in recognition of their efforts, the Care Bears will honor each of these very caring kids with a donation to their respective charities.

The fun continues at Toys “R” Us Times Square with a big Care Bears birthday party to launch the limited edition 25<sup>th</sup> Anniversary Care Bear, which has authentic Swarovski® crystal eyes and sterling silver-plated accents, and will be available for the first time at Toys “R” Us Times Square on that day! This beautifully adorned commemorative bear comes with a rare DVD of the very first Care Bears episode ever and makes a precious Care Bears keepsake for fans of all ages! Birthday party attendees can create personalized Care Bears birthday cards, have their faces painted and take photos with the Care Bears. At 4 p.m., guests can enjoy complimentary cupcakes while supplies last, as they sing “Happy Birthday” to the Care Bears!

**WHEN & WHERE: Tuesday, September 25<sup>th</sup>**

**7:30 a.m. – 3 p.m.**

**Film Care Bears Celebrating 25 Years giving hugs to New Yorkers**

7:30-9am @ Grand Central Station & Penn Station (42<sup>nd</sup> St & Park Ave/32<sup>nd</sup> St & 7<sup>th</sup> Ave)

8:30-10am @ Union Square Park (14<sup>th</sup> St & Broadway – Southern Plaza)

10:30-12pm @ Columbus Circle & Times Square (59<sup>th</sup> St & 8<sup>th</sup> Ave – SW corner of park/45<sup>th</sup> St & Broadway)

11:30-1pm @ Central Park Zoo (65<sup>th</sup> St & 5<sup>th</sup> Ave – East side)

2-2:45pm @ Dylan’s Candy Bar \*\*photo opp with Dylan’s Chocolate Bunny (60<sup>th</sup> St & 3<sup>rd</sup> Ave – main floor)

**12 noon – 4 p.m.**

**Toys “R” Us Times Square Care Bears Activities**

1514 Broadway (at 44<sup>th</sup> Street) Level One

Film guests as they take part in face painting, card-making and picture-taking.

Film customers purchasing the limited edition 25<sup>th</sup> Anniversary Care Bear.

**4 p.m. – 4:30 p.m.**

**Toys “R” Us Times Square Birthday Celebration**

Film Guests as they sing “Happy Birthday” to the Care Bears

*To arrange photo and interview opportunities, please contact 212-981-5232 or 212-981-5249.*

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