



For immediate release
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VEGGIETALES® BRINGS HEALING TO CHILDREN AT CURE INTERNATIONAL'S NEW HONDURAS HOSPITAL

*Big Idea, Inc., Partners with CURE to Share
God's Love with Disabled Children*

Lemoine, Pa. April 6, 2009: For most children, being in the hospital is the last place they want to be. But for children at CURE International's new hospital in Honduras, it is just what they have dreamed of for many years. They now have access to the specialty care they desperately need to live a normal life. To make their stay even more special, Big Idea, Inc., an Entertainment Rights group company, a leader in values-based entertainment, has partnered with CURE International to share God's love with these children. ®

Upon arrival at the hospital, children will be greeted with gifts from VeggieTales® including Spanish language DVDs, books and other goodies. CURE International's message to the children is the same one shared in VeggieTales® products: "God made you special, and he loves you very much!" Children will also be able to watch VeggieTales® DVDs and read books in the hospital playroom decked out in Veggie décor.

"We are excited about this partnership with Big Idea," said Lisa Wolf, vice president of communications for CURE International. "Many of the children who we treat feel neglected and have been ridiculed by their peers because of their physical conditions. We take every opportunity to let them know that they are loved. Sharing the VeggieTales®

products with them will be a terrific reinforcement of that message. We hope that they will leave with not only healed bodies but healed spirits too.”

CURE Honduras Pediatric Orthopedic Hospital officially opened in San Pedro Sula on March 28, 2009. It is the country’s first and only hospital that specializes in pediatric orthopedics. The hospital began offering care in January to a flood of patients. In less than three months, the hospital has seen more than 1,200 patients and performed more than 90 surgeries. The hospital expects to serve more than 10,000 patients annually.

CURE International first established a presence in Honduras in 2004 when it began providing medical care for disabled children in San Pedro Sula through clinics at a local government hospital. Prior to the opening of the new hospital, more than 4,800 children had received medical care. CURE Clubfoot Worldwide, an initiative of CURE International, has also operated a nationwide clubfoot program since 2007.

About CURE International

Founded in 1996, CURE International is the largest provider of pediatric specialty surgical care in the developing world, transforming the lives of disabled children and their families through medical and spiritual healing. A nonprofit medical organization, CURE International specializes in the treatment of children with curable orthopedic and neurosurgical conditions. It also provides medical education and training programs to national medical professionals throughout the developing world. To date, it has performed more than 54,000 surgeries and seen more than 800,000 patients. Visit www.cureinternational.org for more information.

About Big Idea, Inc.

Big Idea, Inc., an Entertainment Rights group company, is the leading faith-based studio and producer of children's and family programming, characters and brands. Since 1993, Big Idea's best-selling animated series *VeggieTales* has sold 52+ million videos, 13 million books and more than 7 million CDs. *VeggieTales* and Big Idea's newest property, *3-2-1 Penguins!*, are in their third season as top-rated series on NBC Saturday mornings,

Telemundo and ION TV via the qubo® children's programming block. The studio's two theatrical releases, *Jonah—A VeggieTales Movie* (2002), and Universal Pictures' and Big Idea's *The Pirates Who Don't Do Anything—A VeggieTales Movie* (2008), are distinguished among the top ten most successful faith-based films of all time. Big Idea also maintains an extensive presence in publishing, licensing and live entertainment arenas. For more information on Big Idea, visit: BigIdea.com.

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