



For immediate release
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COMING TO A THEATER NEAR YOU

*CURE International Sponsors Big-Screen Debut of
Minnesota Cuke and the Search for Noah's Umbrella*

Lemoyne, Pa. July 30, 2009: Get your popcorn ready. The new DVD starring Larry the Cucumber as intrepid hero "Minnesota Cuke" comes to theaters for a one-time screening on August 1, and CURE International will be part of the fun.

CURE International is sponsoring the big-screen debut of the new VeggieTales® release *Minnesota Cuke and the Search for Noah's Umbrella* at theaters in 37 markets across the United States.

"The wait is almost over for fans of 'Minnesota Cuke,' and CURE International is as excited as they are to see him on the big screen," said Lisa Wolf, CURE International's vice president of communications. "We are pleased to be the official sponsor for this special nationwide event and to have the opportunity to share the work of CURE with Veggie fans. Just like VeggieTales, we believe God has made every one of our patients special and that He loves them very much."

A promotional video featuring CURE International and how the organization cures physically disabled children in the developing world will be shown before the premiere of the new show. This video will also be included on the DVD, which will be available for purchase on August 1 at Christian retailer stores and everywhere on August 4.

Inspired by the beloved Bible story of Noah's ark, the new VeggieTales DVD is the eagerly anticipated sequel to the highly successful *Minnesota Cuke and the Search for Samson's Hairbrush*.

Big Idea, Inc. and CURE International also recently teamed up to share the message of God's love with children at CURE's new hospital in Honduras. The hospital's playroom is decorated with VeggieTales décor, and Big Idea generously donated Spanish language DVDs and books to the facility.

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 physically 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 educational and training programs to national medical professionals throughout the developing world. To date, it has performed more than 64,000 surgeries and seen almost 1,000,000 patients. Visit www.cureinternational.org for more information.

About Big Idea, Inc.

Big Idea, Inc. 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: www.bigidea.com.

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