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## Shopkins Live! comes to SMG-managed DeVos Performance Hall December 11

Tickets go on sale to the public on Friday, April 28 at 10 AM

**Grand Rapids—** *Shopkins Live!*, the first *live* theatrical production based on the phenomenally successful **Shopkins** toy brand will bring the national tour to **DeVos Performance Hall** on **December 11, 2017 at 6:30 PM**. It was jointly announced today by Gilles Paquin, President and CEO of Koba Entertainment, and Nicole Hardiman, Senior Licensing Manager at Moose Toys.

**Tickets go on sale to the general public beginning Friday, April 28 at 10:00 AM.** Ticket prices are \$20, \$35, \$45, and \$100 (VIP), and all prices will increase \$2.50 the day of the show. Tickets will be available at the DeVos Place® and Van Andel Arena® box offices, online at [Ticketmaster.com](http://Ticketmaster.com), and charge by phone at 1-800-745-3000. All children ages one (1) and older will require a ticket, and prices are subject to change. The VIP package includes one (1) premium ticket in the first ten rows, one (1) meet and greet photo opportunity, one (1) exclusive Shopkins Live! merchandise item, one (1) exclusive Shopkins Live! VIP lanyard, and access to an exclusive Shopkins Live! themed after-show party room, which includes fun activities for Shopkins fans. **VIP Packages will be available online only.**

Based on America's #1 toy brand, YouTube sensation and international toy phenomenon created in Australia by Moose Toys, *Shopkins Live!* will feature The Shoppies and Shopkins characters taking the stage with an all new storyline, original pop music and video highlights as 'Jessicake', 'Bubbleisha', 'Peppa-Mint' and friends prepare for Shopville's annual "Funtastic Food and Fashion Fair".

"Shopkins is literally on every child's wish list," commented Paquin, who also serves as Executive Producer of *Shopkins Live!* "Koba Entertainment's partnership with an innovative and leading toy manufacturer like Moose Toys allows us to bring one of the most successful toy brands in history to life on stage." "We are thrilled to have Koba Entertainment presenting our first-ever live theatrical show for Shopkins," added Hardiman. "This will be a fantastic event featuring the Shopkins and Shoppies in an amazing adventure that our North American fans can experience."

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. *Shopkins Live!* will run for approximately 90 minutes, with one 15-minute intermission. The *Shopkins Live!* U.S. tour is represented by APA.

For more information, please visit [www.shopkinsliveontour.com](http://www.shopkinsliveontour.com).

### About SMG

Celebrating its 40th anniversary and founded in 1977, SMG provides management services to more than 230 public assembly facilities including convention and exhibition centers, arenas, stadiums, theaters, performing arts centers, amphitheaters, equestrian facilities, science centers and a variety of other venues. With facilities across the globe, SMG manages more than 15 million square feet of exhibition space and more than 1.5 million sports and entertainment seats. As the recognized global industry leader, SMG provides venue management, sales, marketing, event booking and programming; construction and design consulting; and pre-opening services for such landmark facilities as McCormick Place & Soldier Field in Chicago, Moscone Convention Center in San Francisco, Houston's NRG Park and the Mercedes-Benz Superdome in New Orleans. SMG also offers food and beverage operations through its concessions and catering companies, currently serving more than 140 accounts worldwide. For more information visit [www.smgworld.com](http://www.smgworld.com).

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