



*****VEGGIETALES MEDIA ADVISORY*****

July 30, 2010

VEGGIETALES: SWEETPEA BEAUTY—A GIRL AFTER GOD'S OWN HEART

DVD IN STORES TOMORROW!



CRITICS AND VEGGIE FANS ALIKE EMBRACE THE MESSAGE OF "TRUE BEAUTY" WITH THE FIRST EVER VEGGIETALES ADVENTURE FOR GIRLS!

... *"Make way for Sweetpea Beauty!" – CBA Retailers+Resources*

... *"Bravo Big Idea. Well done!" – LifeWay.com*

... *"Next VeggieTales DVD is one for the girls!" – Animation Magazine*

... *"Delivers a much needed lesson..." – Crosswalk.com*

... *"Won't walk away empty, but filled with God's wisdom." – Breathecast.com*

VEGGIETALES: SWEETPEA BEAUTY MEDIA COVERAGE HITS FAR AND WIDE⇒

Releasing July 31st at Christian retail stores everywhere, *Sweetpea Beauty* has already garnered significant coverage in media outlets such as Home Media Magazine, Synopsis: Kids!, License! Global, Animation Magazine, Christian Retailing, In the Market with Janet Parshall, CBA Retailers+ Resources, ToyBook blog, Total Licensing Report, The Topeka Capital-Journal online WashingtonPost.com and others.

See what critics are saying⇒

"I wish each child, whether a girl or a boy, could watch this story. The story teaches children about their true beauty - that it's not only the physical appearance but what is within you, how your heart is, and how God sees the beauty in everything. After watching *Sweetpea Beauty*, you won't walk away empty but filled with God's wisdom." – **Breathecast.com**

"VeggieTales' first story line created specifically for girls delivers a much-needed lesson on the nature of true beauty. Sweetpea Beauty finds beauty in everything, and she wisely sums up God's perspective when asked why: 'It's God who sees beauty in everything. I just choose to agree with him.' A valuable message for girls *and* boys!" – **Crosswalk.com**

"*VeggieTales: Sweetpea Beauty—A Girl After God's Own Heart* elicits laughter from viewers with its signature comedy and yet brings tears as they realize how God looks upon each of us...Bravo Big Idea. Well done!" – **LifeWay.com**

(Will include these if have in time: CCMMagazine.com Feature? JESUSFREAKHIDEOUT.COM REVIEW.)

VEGGIETALES CO-CREATOR MIKE NAWROCKI AND VOICE OF "LARRY THE CUCUMBER" TEAMS UP WITH SPARROW RECORDS' SINGER-SONGWRITER NICHOLE NORDEMAN →



This week, VeggieTales Co-creator and voice of "Larry the Cucumber" Mike Nawrocki, and Sparrow Records singer-songwriter Nichole Nordeman, teamed up for a national radio tour. Nawrocki and Nordeman discussed the all new episode and Nordeman's involvement with VeggieTales in support of *Sweetpea Beauty*.

As a special music feature for the DVD, Big Idea enlisted the songwriting talents of Nordeman, who wrote and recorded the original new end credits song, "Beautiful For Me."

Behind the Music of "Sweetpea Beauty"



To view the "Behind the Music of Sweetpea Beauty, click on the image or visit www.bigidea.com.

Beautiful For Me



To view the "Beautiful For Me" music video, please click on Nichole's photo or visit www.bigidea.com.

NEW PARTNERSHIPS FORMED, SHARE COMMON MESSAGE ON "TRUE BEAUTY" ⇒

Big Idea is partnering with **American Heritage Girls**, a nonprofit organization dedicated to the mission of building women of integrity through service to God, family, community and country. Now girls will have the opportunity to earn a *Sweetpea* True Beauty activity patch by completing projects on the "True Beauty Guide" made available on bigidea.com and ahgonline.org.

Additionally, Big Idea will share the true beauty message of *Sweetpea* as part of the **Secret Keeper Girl Events** -- a series of live events created and hosted by acclaimed Christian author Dannah Gresh that focus on true beauty and modesty themes. Girls and moms attending the events nationwide will have the opportunity to watch show clips from *Sweetpea Beauty* and learn more about the DVD and *Sweetpea's Songs for Girls* CD.

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