

MAKING FAMILY LIFE MORE FUN



Toy Story: Favorite Toys Come To Life In Direct-To-Video Feature Films

(NAPSA)—Children everywhere dream of seeing Barbie in her debut as the lead in a world famous ballet; saving the world from danger like the Rescue Heroes action figures; or revving up their brand new, souped up Hot Wheels car to speed past the competition in a major road race.

Thanks to three new home video releases from Artisan's Family Home Entertainment based on some of the world's most popular toy brands, kids can watch their dreams come true as these toys come to life. Created in visually stunning CGI animation, these direct-to-video feature films starring Mattel's Barbie doll and Hot Wheels cars and Fisher-Price's Rescue Heroes toys, provide parents and their children with hours of quality entertainment.

"These videos actively engage children in the imaginative worlds they present and foster creative play with favorite characters," says toy and children's lifestyle expert Chris Byrne, also known as The Toy Guy (www.thetoyguy.com). "This is not just passive watching, it's actively feeding and providing a springboard for the imagination."

Dancing Dolls

The acting veteran of the group is Barbie, starring in her third blockbuster movie—"Barbie of Swan Lake." In an enchanting, contemporary twist on the beloved fairy tale, Barbie helps to introduce young people to the wonders of classical music and ballet. The film stars the famous doll as Odette, a brave girl trapped in an enchanted forest who discovers that confidence and determination can transform the world.

Featuring the voice of Emmy Award-winner Kelsey Grammer, "Barbie of Swan Lake" combines



Children will love seeing toys come alive in three entertaining new videos.

fantasy, choreography by Ballet Master in Chief of the New York City Ballet Peter Martins, and Tchaikovsky's unforgettable music as performed by the London Symphony Orchestra. New York City Ballet prima ballerina, Maria Kowroski, dances for Barbie via a motion sensor technology that mirrors real-life movements. The DVD includes an inspirational "The Music In You," documentary and educational games for girls designed to inspire and teach.

Racing Cars

Another rip-roaring DVD, souped up with special bonus features, is the first full-length movie based on Hot Wheels cars in celebration of the 35th Anniversary of one of the world's most popular brands. "Hot Wheels: World Race" is an action-packed, CGI animated adventure about five teams with seven drivers racing down Highway 35 in the most intense and fantastic automobile competition kids have ever seen. The DVD also features six music videos including Smash Mouth's hit theme song "Hot" and a garage showcasing all 35 cars and drivers.

Rescue Heroes

In the first-ever feature film starring the ever-popular Rescue Heroes team—"Rescue Heroes: The Movie"—children learn the values of teamwork and leadership in a fun, exciting story. Positive, non-violent role models such as firefighters and police officers make up the elite and diverse team of rescue personnel who combine their individual skills and strengths to respond to emergencies. In "Rescue Heroes: The Movie," the world is faced with a potentially cataclysmic disaster and Billy Blazes and the rest of the Rescue Heroes team are called in to save the day as a series of mysterious storms threaten to collide and destroy the world. Special features include episodes from the popular Rescue Heroes' television series.

To learn more, see www.mattel.com and www.rescueheroes.com. "Barbie of Swan Lake" is now available, "Rescue Heroes: The Movie" is available November 18, and Hot Wheels is available December 2.