

## CUSTOM E-BLAST

**From:** NYMetroParents News [mailto:News@NYMetroParents.com]  
**Sent:** Thursday, November 18, 2010 4:02 AM  
**To:** Susan Fine  
**Subject:** MADAGASCAR is LIVE & ONSTAGE and coming to Radio City Music Hall



MADAGASCAR is LIVE & ONSTAGE and coming to Radio City Music Hall!

Based on the blockbuster DreamWorks film, MADAGASCAR LIVE follows Alex the Lion, Marty the Zebra, Melman the Giraffe and Gloria the Hippo from their home at New York's Central Park Zoo on an unexpected adventure to Africa. Now these native New Yorkers have to figure out how to survive the wild and discover the true meaning of the phrase "it's a jungle out there." Brought vividly to life by imaginative sets and costumes, a brand-new stage spectacular the entire family will love, MADAGASCAR LIVE, is filled with action-packed adventure, original songs that will have you dancing in the aisles, and of course, everyone's favorite hilarious, plotting penguins!

Radio City Music Hall  
April 15 - 24  
Tickets start at \$29  
Public On-sale on December

## FILE DESCRIPTION

- List size: 35,000 opt-in names (March 2011)
- File description: metropolitan New York area parents
- Compilation: Opt-in through website to receive weekly newsletter of family activity ideas; opt-in through contests and promotions; sign ups through NYMetroParents events

## CREATIVE OPTIONS

- Graphic (all sizes)
- Text, x words
- JPEGs
- Links to web sites (or microsites)

## DISTRIBUTION

- Blast dates, any day but Thursday

