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## 'BARNEY' In Capital with Responsible Messaging

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Barney will perform live on stage each day and will educate and entertain the young audience through a series of interactive music, song and dance routines. Shannon Norris, Exhibition Director of Mother Baby & Child Show Abu Dhabi 2007 said, "Barney reflects the ethos of the show and we are proud to be associated with a brand icon that is really making a difference, reaching out to children of all races and religions throughout the world."

The secret behind Barney's success lies in his appeal to both children and parents, through socially responsible messaging, delivered in an entertaining style. Children see Barney as their trusted friend, one who accompanies them as they learn their ABCs, helps to develop their social skills and emotions. To them he's a fun-loving purple Tyrannosaurus Rex, 200 million years old, friendly, huggable and lovable.

However upon closer inspection, Barney is a great resource for parents. Through five distinct areas; Sharing, Caring, Imagining, Dancing and Learning, Barney helps children develop the range of skills essential for their personal development. In essence, Barney, adored by children and trusted by parents, delivers a comprehensive skill set with lots of fun, music and laughs.

These areas aim to support cognitive, social, emotional and physical development, which are critical in raising a happy and healthy child. All aspects of the learning curve are carefully researched by a team of early childhood specialists who work with the Barney production team, with a special emphasis on the unique learning styles of young children.

Barney has millions of fans around the world and has sold over 2.5 million DVDs in the UK alone. Barney books have been published in ten different countries and six different languages including Arabic and book sales in Latin America have grossed more than three million copies.

"The constructive brand positioning and brand value of Barney is borne out of his ability to educate and develop young children in a warm, inviting and playful manner that not only excites but inspires," commented Hussein Ftouni CEO of Copyright-Licensing, the regional licensing agent for HIT Entertainment.

The Mother Baby & Child Show has 'grown up fast' since its arrival in Dubai in 2004, with over 30,000 visitors in attendance at the Dubai event in December. The event featured 130 brands, retailers and entertainment providers covering more than 4,000 square metres. The decision to go biennial and bring the show to Abu Dhabi was taken after research highlighted that many visitors had actually traveled from Abu Dhabi & Al Ain.

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