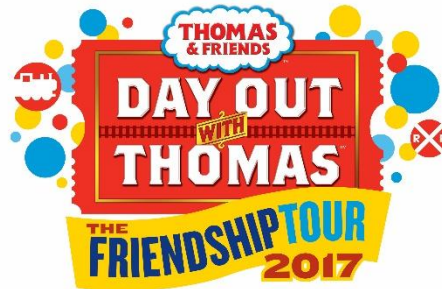


FOR MORE INFORMATION:

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DAY OUT WITH THOMAS™: THE FRIENDSHIP TOUR 2017 IS PULLING INTO THE LM&M RAILROAD FOR THOMAS & FRIENDS MOST EXCITING YEAR YET!

ENJOY A DAY OF FAMILY FUN WITH THOMAS THE TANK ENGINE™ AT THE LM&M RAILROAD ON AUGUST 19-27

Lebanon, OH (1-27-17) – All aboard! Thomas the Tank Engine invites little engineers to join him for a day of friendship and family fun at ***Day Out with Thomas: The Friendship Tour 2017***. Children everywhere can spend a day with their friend Thomas when the #1 Engine pulls into Lebanon, OH on August 19-27, 2017. ***Day Out with Thomas: The Friendship Tour 2017*** is presented by Mattel.

Day Out with Thomas is a fun-filled event that provides children of all ages the opportunity to climb aboard and take a ride with Thomas as well as participate in *Thomas & Friends*™ themed activities. The tour, now in its 22nd year, will make 42 stops across the U.S. and Canada, and is expected to welcome nearly one million passengers in 2017. For two back-to-back weekends little engineers and their families are invited to take a 25-minute ride with their favorite engine, meet Sir Topham Hatt, Controller of the Railway and enjoy a day of *Thomas & Friends* fun.

In celebration of this year's theme, ***Day Out With Thomas: The Friendship Tour 2017*** will feature an array of friendship-inspired activities. Attendees will be able to participate in events that encourage and celebrate friendship including photo opportunities, crafts, and a fun activity that invites kids to collect passport stamps throughout the day to receive a trio of Day Out With Thomas friendship bracelets. The 2017 tour theme is in line with this year's Thomas & Friends global brand campaign, 'Set Friendship in Motion' - a campaign that ties together content, social integrations, and event activations across the entire *Thomas & Friends* franchise to highlight the importance of first friendships and the development of key friendship skills in toddlers.

Thomas the Tank Engine rides depart every 45 minutes, rain or shine. Departure times begin at 10:00 am through 4:00 pm each day of the event. Tickets for ***Day Out with Thomas*** are \$19 for ages two and up.

Tickets are on sale now and can be purchased at www.ticketweb.com/dowt or by calling toll-free 866.468.7630. For more information and directions, contact the LM&M Railroad at (513) 933-8022 or www.lebanonrr.com.

Thomas the Tank Engine™ is the star of *Thomas & Friends* the award-winning global brand franchise enjoyed by families in 133 territories and in 33 languages across multiple touch-points and formats, including: 400+ original TV shows; 12 feature-length films; 14 websites in nine languages; apps; toys (ranked number one property in the pre-school toys category in the UK and Australia and number two in the US); consumer products; publishing; live attractions and much more. Thomas the Tank Engine is the star of *Thomas & Friends* which airs on PBS KIDS® in the US and Family, Jr., Télémagino, Télé-Québec and TVO in Canada.

For general information about the tour or to find a ***Day Out with Thomas: The Friendship Tour 2017*** event near you, visit www.dayoutwiththomas.com.

About The Lebanon Mason Monroe Railroad

The Lebanon Mason Monroe Railroad (LM&M Railroad) operating from Historic Downtown Lebanon offers scenic train rides through Southwestern Ohio in Warren County. The Lebanon Mason Monroe Railroad was reorganized in 2015 as a 501(c)(3) nonprofit organization, formally titled Cincinnati Scenic Railway. All proceeds from train operations and other sources of revenue benefit the preservation of our historic railroad equipment. Our organization is staffed with a combination of dedicated volunteers and paid employees. We believe passenger trains are an important link to the past. Silver rails have weaved their way into American culture and are deeply embedded in our shared history. We believe riding a train is the best way to interpret railroad history to younger generations and families alike. The Lebanon Mason Monroe Railroad exists to keep the passenger rail experience alive in southwest Ohio. At the LM&M Railroad, our trains no longer connect destinations. Instead, we connect the modern world to an era that has long since passed.

About Thomas & Friends

Thomas the Tank Engine™ was created over 70 years ago by a British clergyman, the Rev W Awdry, as a storybook for his son. That story quickly grew to become the award-winning global brand franchise it is today, enjoyed by families in 133 territories and in 33 languages across multiple touch-points and formats, including: 400+ original TV shows; 12 feature-length films; 14 websites in nine languages; apps; toys (ranked number one property in the pre-school toys category in the UK and Australia and number two in the US); consumer products; publishing; live attractions and much more. *Thomas & Friends* has scooped prestigious accolades including a Parent's Choice Award, a Webby and a Licensing Award for Best Classic Licensed Property. The famous and cheeky No.1 blue engine and his friends invite children to enter a world of imagination through the tracks of a train. Together, the children and engines embark on timeless adventures while experiencing valuable yet fun life lessons of discovery, friendship and cooperation. *Thomas & Friends™* is viewable on more than 30 world-class broadcasters including PBS KIDS® in the US, Super RTL in Germany, and on Five's Milkshake! and Nick Jr. in the UK. Downloadable episodes are available through iTunes, Amazon and Google Play. For more information about the wonderful world of *Thomas & Friends* please visit: www.thomasandfriends.com, www.facebook.com/thomasandfriends and for bonus material and exclusive content www.youtube.com/user/thomasandfriends.

About Mattel

Mattel is a creations company that inspires the wonder of childhood. Our mission is to be the recognized leader in play, learning and development worldwide. Mattel's portfolio of global consumer brands includes American Girl®, Barbie®, Fisher-Price®, Hot Wheels®, Monster High® and Thomas & Friends®, among many others. Mattel also creates a wealth of lines and products made in collaboration with leading entertainment and technology companies. With a global workforce of approximately 31,000 people, Mattel operates in 40 countries and territories and sells products in more than 150 nations. Visit us online at www.mattel.com.

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