



CAN WE BUILD IT?™ YES WE CAN! JOIN TEAM BOB AND MEET BOB THE BUILDER™ AT THE WKNO MEDIA CENTER ON JUNE 25th

Memphis, TN/New York, NY — (June 20, 2016) — Mattel, a leading provider of quality children's entertainment, and WKNO invite Memphis and the Mid-South area children to join Team Bob and meet **Bob the Builder™** on June 25th at the WKNO Digital Media Center. The hard-hat wearing, hard-working builder will be at the WKNO Digital Media Center for 30-minute intervals from 10:00 a.m. to 2:00 p.m. **Bob the Builder** will take a break from building, digging and hauling when he visits WKNO and will pose with children and families for photos at 10:30 a.m., 11:30 a.m., 12:30 p.m., and 1:30 p.m.

As head of his own construction yard, **Bob the Builder** works with his fun-loving machine team to get the job done. From paving roads to building a whole new town from the ground up, there's no challenge too great for **Bob the Builder** and Team Bob. With tools like a positive attitude, team work and problem-solving skills, they can tackle any job!

Bob the Builder airs on PBS KIDS® and Sprout®. For more information about **Bob the Builder**, please visit www.bobthebuilder.com.

About Mattel:

The Mattel family of companies (Nasdaq: [MAT](http://www.mattel.com)) is the worldwide leader in the design, manufacture and marketing of toys and family products. Mattel's portfolio of best-selling brands includes Barbie®, the most popular fashion doll ever produced, Hot Wheels®, Monster High®, American Girl®, Thomas & Friends® and Fisher-Price® brands, including Little People® and Power Wheels®, MEGA® Brands, including MEGA BLOKS® and RoseArt®, as well as a wide array of entertainment-inspired toy lines. In 2013, Mattel was named one of the "World's Most Ethical Companies" by Ethisphere Magazine and in 2014 ranked No. 5 on Corporate Responsibility Magazine's "100 Best Corporate Citizens" list. With worldwide headquarters in El Segundo, Calif., Mattel's companies employ nearly 30,000 people in 40 countries and territories and sell products in more than 150 nations. At Mattel, we are Creating the Future of Play. Visit us at www.mattel.com, www.facebook.com/mattel or www.twitter.com/mattel.

About WKNO:

WKNO is a non-profit, private foundation serving the Mid-South for 60 years. An important community resource, WKNO uses the power of non-commercial public broadcasting to provide the Mid-South with quality educational and cultural programs that inform, entertain, and inspire. For more information, visit www.wkno.org or follow WKNO on Facebook www.facebook.com/WKNOTV or on Twitter www.twitter.com/WKNO_TV.

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For more information, please contact:

Pat Boren \ WKNO

Phone: 901-729-8735

Email: pboren@wkno.org

Brenda Andolina \ Mattel PR

Phone: 716-989-7568

Email: Brenda.andolina@mattel.com