



FOR IMMEDIATE RELEASE

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Mr. Bubble® Brand 50th Birthday Bash

Iconic Brand Celebrates with the World's Largest Bubble Bath at the Water Park of America

CHASKA, Minn. (Spring 2011) – For 50 years Mr. Bubble® has been Making Getting Clean Almost as Much Fun as Getting Dirty!® To celebrate his 50th birthday, Mr. Bubble will set a record by creating the World's Largest Bubble Bath! The birthday bash will be held June 11, 2011 at the Water Park of America in Bloomington, MN, from 10:00 AM to 2:00 PM.

The event will feature a 2,800-square foot bubble bath play area, highlighted with an 8-foot high, 20-foot wide bathtub. The party will also include birthday cake, a bubble beard contest and a chance to get your picture taken with Mr. Bubble. Prizes will be given out throughout the day.

Ticket information and hotel reservations can be made through www.waterparkofamerica.com. Located near Mall of America, inside the Radisson Hotel Bloomington, Water Park of America is the country's biggest indoor water park hotel. Come see Mr. Bubble surf on the Flow Rider Surf Simulator or join him on America's longest indoor family raft ride.

Owned by The Village Company, Mr. Bubble is celebrating 50 years of making bath time fun. Originally introduced by Gold Seal Co. in 1961, the product was developed as a powdered bubble bath, then launched in a liquid formula in 1972. Mr. Bubble was recently improved to create even more bubbles with a gentler clean. As part of the year-long birthday celebration, the Mr. Bubble character has a whole new look. Several Bubble Bath products also feature new birthday packaging.

Mr. Bubble is sure to make a "splash" in 2011 with new product introductions including Body Wash, Moisturizing Hand Soap and Foam Soap, all available in Original Bubble and Extra Gentle.



To celebrate turning 50, Mr. Bubble is now social! Find him on [Facebook](#) and [Twitter](#) to see more of his new personality. Visit the new www.mrbubble.com for more birthday party information or to see all the new products.

For high-resolution images, or more information please contact Kathleen Hennessy, Axiom Marketing Communications, (952) 224-2939 x20 or khennesy@axiomcom.com.

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About Mr. Bubble®

For 50 years Mr. Bubble® has been an iconic brand and continues to be the best-selling bubble bath in the United States.* After being purchased by The Village Company, LLC in 2008, Mr. Bubble was reformulated to create even more bubbles with a gentler clean. In 2011, the brand celebrates its 50th birthday with special edition packaging and a new look for Mr. Bubble. Learn more at www.MrBubble.com.

*Source: Nielsen Total U.S. FDM 52 weeks ending 12/25/2010.

