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The Biz

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It's Showtime at Gymboree; Weight Watchers Go 'Buff'

GYMBOREE is going into show business. The first two DVDs under its Play & Music imprint will be sold exclusively at its network of 550 activity centers in 30 countries, 500 stores and Gymboree.com.

Designed for kids 2-4 and their caregivers, two 30-minute DVDs—*The Very Brave Elephant and His Friends* and *Let's Get Moving! Trains, Cars and Planes*—replicate at home Gymboree's "Growing young minds" mantra through music and active play. The titles will retail for \$16.95. It's the first entertainment extension for the Gymboree Play & Music centers, which are celebrating their 30th anniversary.

"The tenets of childhood haven't changed that much, but the expectations of parents have," said Jill Johnston, vp at Gymboree Play & Music, San Francisco. "We're looking for new ways to use our brand and it seemed like a logical extension for us."

The two titles will launch in June with live family concerts in New York and Los Angeles, where DVD host Suzi Shelton will lead kids and parents in songs and activities.



Show goes on: Gymboree offers music DVDs for kids (top); Sanctuary rocks Bloomies.