



ESPN X GAMES 15

“BABY X”



In effort to accommodate all the athletes and their spouses with children at X Games 15, ESPN is providing an area during the event called “Baby X”. This will be an exclusive lounge that would offer a safe, fun place for your children while you practice and compete.

Where: The Home Depot Center near Athlete Lounge

When: During X Games 15 / July 30 – August 2, 2009
Thursday, July 30, 2009: 12:00 am – 5:00 pm
Friday, July 31, 2009: 1:00 pm – 5:00 pm
Saturday, August 1, 2009: 11:00 am – 8:00 pm
Sunday, August 2, 2009: 11:00 am – 3:30 pm

* If you require child care outside of these hours, please contact Bright Horizons and we will do our best to accommodate your needs.

What: “Baby X” will allow athletes to compete while their children are in a fun, safe & educational environment close by.

How: You just have to have children between the ages of 6 weeks – 8 years old. You can register for Baby X on line at www.brighthorizons.com.

Features:

- Exciting sports and indoor activities, age appropriate.
- Art experiences with paint, chalk, and mixed media.
- Story telling, language development and writing.
- Science Rocks and Math Counts.
- Program based on a developmentally appropriate environment.
- Healthy snacks.
- Caring and knowledgeable teachers.

Partners: Baby Einstein – The Baby Einstein Company, founded in 1997, is dedicated to creating playful and interactive DVDs, videos, books, music CDs, and toys that use music, language, nature and art in playful ways to entertain and engage little ones from birth and up. They have won numerous awards including The National Parenting Center Seal of Approval, Parenting "Video of the Year", and Best Toy of the Year by Child Magazine.

Bright Horizons Family Solutions – The official, certified Child Care of ESPN. Founded in 1986, Bright Horizons is the world's leading provider of employer-sponsored child care, early education and work/life solutions. They operate over 650 Child Care Centers in the US, Europe and Canada and are committed to providing innovative programs for children & families.

Website: For more information on Bright Horizons, log on to www.brighthorizons.com/xgames
For more information on Baby Einstein, log on to <http://www.babyeinstein.com/>

Contact: Caroline Kirkland, Sports & Competition, 310.642.1540, Caroline.Kirkland@espn.com
Marc Murphy, Event Development, 860.485.6715, Marc.A.Murphy@espn.com
Valarie Belardinelli, Event Development, 310.642.1554, Valerie.A.Belardinelli@espn.com