

FOR IMMEDIATE RELEASE

## VILLAGE AT THE YARD RETURNS TO PARK CITY

### Village at the Yard will Feature Brand Activations including First and Only State-of-the-Art Gym, Specialized Boutiques, Diner, Photo Studio, Full-Service Special Event Facility and More

**Los Angeles, CA - January 7, 2009** - After a successful run in Park City last year, locally known Anderson Lumberyard will again be transformed into an exclusive environment for the highly acclaimed V.I.P. experience known as Village at the Yard. Timed with this year's film festival Village at the Yard will open its doors from January 16 to January 20, 2009. Produced by BNC (Bragman Nyman Cafarelli) and Relevent Group, Village at the Yard has already attracted an elite roster of high-profile lifestyle brands including, Fred Segal Fun, T-Mobile, Nickelodeon, drugstore.com & Beauty.com, InStyle.com, Living Proof. In addition, Gatorade will be bringing to life the "G" Gym, a first ever state-of-the-art gym facility that will feature celebrity trainers.

Village at the Yard provides an experience like no other for film festival attendees in Park City. Emerging as a 100,000 square-foot Winter Wonderland, Village at the Yard is centrally located at 1251 Kearns Boulevard, between the two main screening facilities and official festival hotels. More importantly, Village at the Yard brings to life the essence of Park City while meeting the needs of the independent film community at the festival. Guests will enjoy a full-service special event venue and festival press conference/junket facility, as well as a sledding hill, photo studio, specialized boutiques with philanthropic activations, a diner, welcome lounge, a unique gym and event space, among other features. The venue also includes abundant parking and a convenient location with a stop on the festival shuttle route.

Village at the Yard is a major destination for brands, allowing them to filter out the saturation and chaos of Main Street and provide ample space as well as an infrastructure to showcase original brand concepts. Brand activations include:

**Fred Segal Fun:** From the beaches of Santa Monica, to the mountains of Park City, Fred Segal Fun is the premier shopping Mecca for Angelenos. Fred Segal Fun's first year at Village at The Yard will offer celebrities and V.I.P.'s access to some of the most exclusive and sought-after brands. Known for its expansive denim store and high-end designers, Fred Segal Fun will bring current, fashion-forward designer collections to the film festival. The famed boutique is no stranger to Park City, as it was the highlight of Village at the Lift last year. With the recent launch of [www.fredsegalfun.com](http://www.fredsegalfun.com), everyone can now have this exclusive and private shopping experience anywhere in the world. Fred Segal Fun at Village at the Yard will be open on January 16<sup>th</sup>-20<sup>th</sup>, from 11am - 6pm, daily. Please contact Chelsea Green for an appointment or further details at 310-704-5251 or [chelsea\\_green@mac.com](mailto:chelsea_green@mac.com).

**T-Mobile G1 Diner:** The T-Mobile® G1 Diner returns to Village at the Yard, giving celebrities and V.I.P.'s a sanctuary from the cold to meet with friends and colleagues during the movie industry's biggest film festival. The popular Park City destination will allow guests to correspond with friends and fans, check email on laptops through free Wi-Fi, experience film trailers, photos and soundtracks from the festival screenings as well as try out over 200 applications from the Android Market all on the new white T-Mobile G1 phone. Attendees also can swing by the T-Mobile G1 Diner to order comfort foods, coffee, cocoa, and snacks straight from their tables on the T-Mobile G1 before heading off to their next destination. The T-Mobile G1 Diner kicks off on Friday, January 16<sup>th</sup> with an exclusive late night party with entertainment from DJ Momjeans (a.k.a. Danny Masterson,) opening its doors again for breakfast and lunch from Saturday, January 17<sup>th</sup> -Tuesday, January 20<sup>th</sup>.

T-Mobile G1 Diner Schedule:

Friday, January 16<sup>th</sup>

Kick-Off Breakfast 9:00am-12:00pm

Late Night Lounge 11:00pm-3:00am Featuring Music by DJ Momjeans

Saturday, January 17<sup>th</sup> - Tuesday, January 20<sup>th</sup>

Serving Daily

Breakfast 9:00am-12:00pm

Lunch 12:00pm-4:00pm

(more)

**Nickelodeon:** Yellow is the new black, so it's time to get 'Happy Squared' as SpongeBob SquarePants makes his debut at the Village at the Yard in honor of the phenom's 10<sup>th</sup> anniversary in 2009. Kicking off at The Village at the Yard with the first-ever SpongeBob live cast performance, Nickelodeon will celebrate the pop culture icon throughout the year with TV specials, original online content and new lines of apparel, toys and games. SpongeBob also will bow as a featured part of Nickelodeon's pro-social campaign The Big Green Help. The campaign will devote much of 2009 to raising awareness about the oceans and water conservation with SpongeBob and You Save the Big Blue, in partnership with the Natural Resources Defense Council (NRDC) and the National Wildlife Federation (NWF).

Fans at the Village at the Yard will be able to soak up all they can of SpongeBob and his buoyant sense of happiness and optimism in Nickelodeon's exclusive Bikini Bottom-themed area every day from January 16<sup>th</sup>-20<sup>th</sup>, from 11am - 6pm, where people can come chill out and check out smile-inducing collectibles like SpongeBob-themed iPods; Happy-themed cashmere scarves and hats; exclusive SpongeBob-Meets-Sundance plush; limited-edition skateboards; and specially created high-end jewelry, among many other items.

**Gatorade "G" Gym:** For the first time during the film festival in Park City, The Village at the Yard will feature a luxury gym designed with state of the art exercise equipment, a yoga/ Pilates room, locker facilities and a Gatorade beverage bar. Guests will be able to book appointments with celebrity fitness trainers Gunnar Peterson or Kathy Kaehler who provide workouts for some of Hollywood's hottest stars. What's G? G represents the heart, hustle, and soul of athleticism and will become a badge of pride for anyone who sweats, no matter where they're active. The grand opening of the "G" Gym will take place January 16 and will be open from January 17- 20 from 9am - 5pm. Please contact Jessica Depper at [jdepper@bncpr.com](mailto:jdepper@bncpr.com) or 323-823-8820 for an appointment and more details.

**drugstore.com/Beauty.com:** Whether you forgot to pack something for your trip, or didn't think about everything you would actually need once you got to Sundance, drugstore.com has you covered. Prestige beauty products from partner site Beauty.com will also be on hand. From cold medicine and pain relievers to chapstick and bronzer, drugstore.com's Uncommon Giving Lounge is stocked with essentials for all of your health and personal care needs. In the spirit of giving, drugstore.com will also be donating other much needed essentials - including humidifiers, sun care and first aid supplies - to the Association of Hole in the Wall Camps, the world's largest family of camps for children with serious medical conditions.

**InStyle.com:** Each day, from our cozy yet lively lounge/photo booth, InStyle.com will be posting glamorous, fun portraits of Sundance's movers and shakers - keeping our millions of viewers up to date on the festival's star participants and other daily excitement. Hours are Friday through Tuesday from 11:00 am- 6:00 p.m.

**Living Proof:** A new beauty company created for the purpose of applying advanced technology to solve the toughest beauty challenges will premiere its No Frizz Collection at Village at the Yard. Developed by a team of scientists from outside the beauty industry, led by the 2006 United States Medal of Science winner, MIT institute professor Dr. Bob Langer, No Frizz is the first anti-frizz technology in over 30 years and has been awarded the Allure *Best of Beauty Winner* for breakthrough product for 2008.

Living Proof will offer blow-outs and anti-frizz touch-ups to all talent and media attending Village at the Yard. Leading editorial stylist Ward will be on hand as a style consultant to perfect each look. Guests will be able to take home this breakthrough beauty technology before it hits stores in mid-February. Contact Full Picture: 212.995.2480, or [livingproof@fullpic.com](mailto:livingproof@fullpic.com) to schedule complimentary blowouts throughout the week.

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**Village at the Yard** is a joint venture between BNC (Bragman Nyman Cafarelli) Entertainment Marketing & PR and Relevent Group. Our goal at the Film Festival is to provide clients, partners and V.I.P. friends a place to gather and share resources, while supporting independent films and fostering creativity within the film community. Conveniently located between the two main screening facilities and official festival hotels at 1251 Kearns Boulevard, the 100,000 square foot space is a prime asset to the film festival community. Listening to insiders who stressed the ever growing need to filter out the chaos, crowded streets and paced venues on Main Street, Village at the Yard will roll out the red carpet converting locally known Anderson Lumber Yard into the ultimate V.I.P. hub for both activity and leisure Winter Wonderland with specialized boutiques, diner, gym, welcome lounge, media center, and festival event space. Village at the Yard boasts hundreds of parking spots and is located with a stop on the official festival shuttle route. Village at the Yard is open January 16<sup>th</sup> through January 20<sup>th</sup> from 10am to 6pm and features activations from: Fred Segal, T-Mobile, Nickelodeon, Gatorade, Drugstore.com & Beauty.com, InStyle.com, and Living Proof. Additional information regarding scheduling, events and credentialing can be found at [www.villageattheyard.com](http://www.villageattheyard.com)