



## Malibu Toys To Host Finger Lites Herbie: Fully Loaded Red Carpet Reporter Sweepstakes

*Centering On World Premiere of New Walt Disney Pictures Feature Film Starring Superstar Lindsay Lohan, Sweepstakes Invites Kids to Get Bitten By the Love Bug*

Malibu, CA ([PRWEB](#)) March 3, 2005 -- Start Your Engines! Scheduled to debut in movie theaters nationwide on June 24, 2005, Herbie the Love Bug, the most beloved car of them all, is back in the new Walt Disney Pictures® feature film Herbie: Fully Loaded starring Lindsay Lohan. And, Malibu Toys announced today that it has joined the race and will host The Finger Lites® Herbie: Fully Loaded Red Carpet Reporter Sweepstakes in Disney Adventures Magazine.

Wear it, Light it, Eat it, and now Enter it!

Sponsored by Malibu Toys Finger Lites light-up candy rings, the Finger Lites Herbie: Fully Loaded Red Carpet Reporter Sweepstakes is a sweepstakes like no other! It offers one lucky winner the once-in-a-lifetime opportunity to attend the World Premiere of one of the year's most highly anticipated family feature films, interview the film's stars from the red carpet, and report on the experience for an upcoming issue of Disney Adventures Magazine.

Herbie: Fully Loaded is Disney's all new revved-up comedy adventure starring Lindsay Lohan as Maggie Peyton, the new owner of Number 53 - the free wheeling Volkswagen Bug with a mind of its own - who puts the car through its paces on the road to becoming a NASCAR competitor. Herbie's got some new tricks under his hood as he takes audiences for an action packed spin in this high-speed comedy. With an all-star cast along for a wild ride, this comedy puts Herbie to the test - on-road, off-road, on the track, and into the record books. Herbie: Fully Loaded also stars Justin Long, Breckin Meyer, Matt Dillon, and Michael Keaton. For additional movie info, log on to [www.herbiefullyloaded.com](http://www.herbiefullyloaded.com).

The victory lap, courtesy of Malibu Toys Finger Lites light-up candy rings, will include interviews with the stars of the film from the red carpet at the film's World Premiere -- scheduled to be held sometime between June 10 and June 23, 2005. The lucky winner and his/her guests will watch the movie with an elite, star-studded audience and attend Walt Disney Pictures® VIP invitation-only after party. Additionally, the winner's red carpet by-lined report will appear in an upcoming issue of Disney Adventures for all of the popular kids' magazine's nearly 4.75 million readers to see!

The Finger Lites Herbie: Fully Loaded Red Carpet Reporter Sweepstakes exciting grand prize package will include:

- Tickets for the winner, a guardian and 2 guests to attend the movie's World Premiere
- Invitations for four to attend the World Premiere party
- Roundtrip coach airfare for 4
- Hotel accommodations for 2 nights
- A one-month supply of Finger Lites Light-Up Candy Rings

To enter the Finger Lites Herbie: Fully Loaded Red Carpet Reporter Sweepstakes aspiring young reporters must hand print their name, address, phone number and birth date on 3" x 5" card and mail it inside a postage prepaid envelope (postmarked by May 2, 2005 to be received by May 9, 2005) to: Finger Lites Red Carpet Reporter Sweepstakes, C/O Disney Adventures, 114 Fifth Avenue Room 1612C, NY, NY 10011. Sweepstakes



commences March 8, 2005 and ends May 2, 2005. The sweepstakes is open to legal residents of 50 states, D.C. or Canada (excluding Quebec). Employee of Sponsor, other related companies, agencies and sponsors and members of their households and immediate families are ineligible. Prize is 3 day/2 night trip for 4 to Sponsor-selected city in the Continental U.S. to attend Premiere of film Herbie: Fully Loaded, between June 10, and June 23, 2005 (ARV: \$4,760). No prize awarded if not validly claimed by June 1, 2005. Subject to Official Rules to be secured by writing to: Sponsor: Buena Vista Magazines, Inc., 114 Fifth Ave., New York, NY 10011,

Finger Lites light-up candy rings come in a variety of yummy flavors and cool shapes designed to tickle the taste buds and ignite the imaginations of children everywhere. Mouth-watering flavors, including lemon, green apple, cherry and orange, make up a glowing rainbow of delicious hard candy sweets designed to delight candy lovers of all ages. Imaginations will also be fueled by dynamic shapes that include exciting rockets, friendly ducks, dazzling stars, romantic hearts, and lovable monkeys. Kids will want to collect the entire brilliant assortment of these colorful candy treats, including special Easter, Holiday, Halloween, and Valentine's Day shapes!

Finger Lites bring the sweet fun of candy into the 21st Century and are, without question, the most enlightening candy rings ever produced! These innovative candy treats offer style, flash, and lip-smacking good fun for all! Finger Lites light-up candy rings are currently available nationwide wherever candy is sold, including Walmart, Toys R Us, Target and KB Toys at a manufacturer's suggested retail price of \$0.99 each.

#### About Malibu Toys

Established in 2001 and headquartered in Malibu, California, Malibu Toys, Inc. develops, manufactures and markets innovative toys and candy products. Malibu Toys is the exclusive marketing, sales and distribution agent of Asia-based OTIC TECHTIME, a manufacturer of innovative toy electronic accessories.

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**Online Web 2.0 Version**

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