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BirthDayExpress.com Teams Up with The Wiggles

-Kids can celebrate with the colorful quartet-

NEW BERLIN, WI – June 5, 2012 – BirthDayExpress.com, the authority on kids party supplies and planning, has partnered with the world’s premier children’s entertainment group, The Wiggles, to offer a limited-time selection of birthday party products. Kids can have a truly wiggly birthday with their four colorful friends – Anthony, Jeff, Murray and Greg – whose likeness appears on cups, plates, napkins, cupcake boxes, invitations, activity placemats, table covers, personalized banners, centerpieces, and giant wall decals. The release of [The Wiggles birthday party products](#) coincides with the group’s new DVD and CD, “The Wiggles Big Birthday” and upcoming Celebration Tour in Singapore, the UK, New Zealand, the US, Australia, and Canada, which will honor the band’s 21 years of entertaining and educating children before they retire their original lineup at the end of the year.

“We’re thrilled to carry the complete line of Wiggles birthday party supplies in time for the group’s Celebration Tour,” explains Daniel Haight, President and CEO. “Fans can enjoy a colorful Wiggles birthday celebration with friends and family, and pay tribute to two decades of Wiggles music.”

To further highlight this theme, BirthDayExpress.com plans to host a Wiggles sweepstakes on its Facebook page throughout July; fans can enter to win a variety of Wiggles-related party products.

About BirthDayExpress.com

BirthDayExpress.com is the leader in kids birthday party supplies and planning. This online store offers everything needed to celebrate birthdays – except the kids and the cake – and offers unique themes for truly special birthdays, specifically for kids age one to ten. BirthDayExpress.com is the 24-hour destination for kids birthday, and ships its products direct to consumers in nearly 35 countries worldwide under both licensed and private labels. Follow BirthDayExpress.com on Twitter, Facebook, and Pinterest.

About The Wiggles

The Wiggles, the world’s #1 preschool entertainers, performed over 350 shows to more than 1.5 million fans since 2005 in the United States alone. The Wiggles perform over 200 shows annually across four continents. The Wiggles are seen on TV in over 120 countries worldwide. Fans can catch The Wiggles on television exclusively in the U.S. on 24-hour preschool network Sprout as hosts of Sprout’s Wiggly Waffle, which airs





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BirthdayExpress.com and [Wiggles / add one](https://www.facebook.com/Wiggles/)

every weekday morning from 6:00 – 9:00 a.m. ET. Beginning July 7, 2012, fans can also watch The Wiggles on NBC's new Saturday morning preschool block, NBC Kids. The Wiggles have sold more than 23 million DVDs and videos, 7 million CDs and 8 million books in the United States, Canada, United Kingdom, Australia and New Zealand. You can also follow the gang on Twitter via [Twitter.com/ItsWiggleTime](https://twitter.com/ItsWiggleTime) or become a fan of their official Facebook page [Facebook.com/TheWiggles](https://www.facebook.com/TheWiggles).

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