



Greetings,

My name is **Mark Bell**. If you don't know me please allow just a few minutes to tell you a little about my background. I have been in the entertainment industry for over **28 years**. Currently our company produces, markets and promotes touring shows all over the world, some in the general market but many with a Christian message performing at large churches, theaters, arenas and stadiums.

In **1978**, I began promoting concerts part time and by **1981** it had turned into my full time job. During my first eleven years working full time in the music industry, I found myself transitioning through several fields. Primarily that of a national concert promoter promoting many various artist from Florida to California and later co-owning both a booking agency and artist management firm that represented several major recording artists. Throughout the eighties I also served on the board of a marketing and promotion company for the concert touring business of which its main function was database marketing promoting tours and festivals. This company was the largest of its kind representing the **top 35 Christian recording artists** and the **largest music festivals**. In **1987** I bought the company and the next year moved it to Nashville. Over the next four years the databases increased by another **200,000** and topped out with over **800,000** households and **300,000** churches by the time I sold the business in the early 90's.

In **1992**, bored and needing a new challenge, made a sharp turn and left the music business for the theatrical end of the industry, where we concentrated on producing family and children's touring shows and large events. You might think this was smaller acts but to the contrary; we produced and performed many theater tours, arena shows and even large pro sports stadium events before ever entering a church. Eventually we took our shows to the mega churches and various venues covering much of Canada, every state in the US except Rhode Island, and numerous countries on six continents. We have produced events on every level, from our smallest fly tours of two actors, van and trailer tours of six people, to our largest shows traveling in two semi's and entertainer coaches with cast and crew of twenty eight. We have the experience behind us that none others in the Christian theatrical field have. Over the years we have built the largest private databases of **large churches, children's pastors, youth pastors, para-church organizations, promoters, television and radio stations** that all have one thing in common, they all book live entertainment for their respective venues.

In **2004** after becoming the most successful company of our kind in the family and children's market, we were inundated with acts wanting our help. Feeling frustrated by turning down most of the requests for use of our marketing resources, the idea was born for **Entertaining Kids**. This booking tool allowed performers access to our years of research and knowledge without actually letting our databases leave our control. The first publication of its kind in the marketplace went over extremely well and rapidly became the most used and talked about booking resource. Two years later we expanded it to **Entertaining Families**.

Entertaining Kids
P.O. Box 92008 ♦ Southlake, Texas 76092
TEL: 817-350-4592 ♦ FAX: 817-231-0157
www.entertainingkids.com

Fast forward now to **2009**, as we are preparing to print and begin distribution on the **2010 Edition** of **Entertaining Kids**. From **2007** through **2009** we produced, booked and toured several new national touring shows giving us the opportunity to perform first class mailings to our databases which allowed a thoroughly cleaning of our list. Additionally we used website verification, e-mail and phone campaigns to update the staff positions in our contacts. This combined with running our list through the **CASS Certification** process and the **NCOA** (National Change of Address) files from the **United States Postal Service**, our databases are now more accurate and better than ever. Again this year as in the past, **Entertaining Kids** will print and distribute **25,000 copies** of the full color, glossy publication. Approximately half will be direct mailed and half given away at a minimum of **7 of the largest children's pastors** and workers conferences, conventions, seminars and networks across the US, and Canada.

Entertaining Kids will also offer advertisers several new additional features to make sure the everyone is getting their money's worth. **This edition will come with a plain and simple guarantee.** If you don't get any response from your ad, you will receive a **free ad** of the same size in the **2011 edition**. We have also invested in a fairly new and unique technology to help you get even more response. The upcoming online web edition of the **Entertaining Kids** booking guide will be interactive, including flip page technology and live links that will allow those interested to either send you an e-mail from your ad page as well as click through and visit your website. There are a couple of other very exciting additions to **EK** that we'll be adding to the online experience in the spring but I will let those be a surprise.

Let us help you get more bookings, by not missing this opportunity to appear in the most valuable booking resource ever produced for the **Christian children's entertainment market**. Please browse through the pages of this website and when you're ready to join us call **Lesley** at **817.880.5286**.

If you're not familiar with us I hope you will take this opportunity to get to know **Entertaining Kids**, as we would like nothing more than to be of service in helping grow your ministry by making your phones ring even more!

Blessings,
Mark

Mark Bell
Entertaining Kids
Mark Bell Presents
Tel: 817.350.4592
Fax: 817.231.0157

