



25 Years of Magic School Bus

In celebration of the 25th anniversary of "The Magic School Bus", we invited a class of second-graders from the United Nations International School to Pier 84 where the Magic School Bus rose from the Hudson River on a barge to serve as the backdrop for an oceanic-themed lesson.

The event, hosted by Scuba Sam, included a hands-on lesson about creatures living in the Hudson River led by Dr. Kafka, former curator for the New York Aquarium.

The event concluded with a reveal of a secret treasure chest filled with books as well as a certificate for the school's librarian for an entire collection of the series.

[Watch the video here.](#) ▶

As featured in BizBash ▶



SHAPE

Shape Magazine's 30th Birthday Bash

We teamed up with Shape Magazine to produce an event in honor of the magazine's 30th birthday.

The star-studded event featured a brief presentation by Dr. Oz and his wife, Lisa, who awarded Jane Fonda with the "Shape Your Life" award for her dedication to health and wellness.

Interscope recording artist JoJo sang an a capella rendition of Happy Birthday to Shape, followed by a 15-minute set of her greatest hits.

The party received 40,717,850 media impressions, with coverage from "Extra," a 2-page spread in OK! Magazine, Star, The Wall Street Journal, New York Post and countless other print and online publications.

[Watch the video here.](#) ▶

As featured in Star, OK, and Extra! ▶




ING Runner's Nation Pop-Up Finish Line

In 2011, over 46,000 runners finished the ING New York City Marathon. To help celebrate this momentous occasion, ING Runner's Nation asked:

"What if even more people were given the opportunity to cross the finish line?"

With that in mind, the michael alan group created a pop-up finish line just outside a high-traffic subway stop by Columbus Circle to provide unsuspecting New Yorkers and visitors the opportunity to cross the finish line with flair!

[Watch the video here.](#) ▶

As featured in Medialife Magazine ▶



MAG officially welcomes **Allie Lewbel** to the group!

Wishing everyone a healthy and happy new year.

Friend us, follow us, or watch us.



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