



BESTSELLING AUTHOR JEFF KINNEY JOINS
ZACH GORDON, ROBERT CAPRON AND DEVON BOSTICK
AS THEY PROMOTE THEIR STARRING ROLES
IN THE NEW 20TH CENTURY FOX COMEDY
"DIARY OF A WIMPY KID: RODRICK RULES"
WITH A MEMORABILIA DONATION AT
PLANET HOLLYWOOD TIMES SQUARE
~ WEDNESDAY, MARCH 16TH AT 1:15 PM ~

WHO: Jeff Kinney - - the bestselling author of the "Diary of a Wimpy Kid" book series
The cast of "Diary of a Wimpy Kid: Rodrick Rules" - - Zach Gordon (Greg Heffley),
Robert Capron (Rowley Jefferson) and Devon Bostick (Rodrick Heffley)

WHAT: Jeff Kinney, Zach Gordon, Robert Capron and Devon Bostick will be at Planet
Hollywood Times Square to promote the upcoming 20TH Century Fox family comedy
"Diary of a Wimpy Kid: Rodrick Rules" with a donation in the main dining room.

"Diary of a Wimpy Kid: Rodrick Rules" - - In this sequel to 2010's surprise hit, Greg
Heffley, the kid who made "wimpy" cool is back in an all-new family comedy based on the
best-selling follow-up novel by Jeff Kinney. (Kinney's "Wimpy Kid" series has thus far sold
42 million books.) As he begins seventh grade, Greg and his older brother – and chief
tormentor – Rodrick must deal with their parents' misguided attempts to have them bond.

"Diary of a Wimpy Kid: Rodrick Rules" opens nationwide Friday, March 25th.

WHERE: Planet Hollywood Times Square - - 1540 Broadway (45th Street)

WHEN: Wednesday, March 16, 2011 at 1:15 PM

YOUR COVERAGE IS REQUESTED AT 1:00 PM

CONTACT: Ayana Brown/Planet Hollywood - - 917-880-6707 or abrown@planethollywoodintl.com
Lisa Thomas /20th Century Fox - - Lisa.thomas@fox.com

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