

Oakland's Fentons Creamery will host Pixar Party for 'Up' Blu-Ray/DVD Release

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Animation giant Pixar is turning to Oakland's own Fentons Creamery to celebrate the Blu-Ray/DVD release of its summer blockbuster *Up*.

The public is invited to join Pixar animators from 5 p.m. to 8 p.m. this Tuesday to kick off the Blu-Ray/DVD release. Animators will demonstrate how to draw characters from the film and there will be a photo opportunity with *Up*'s house floating away. Fentons will also be serving up a special "Spirit of Adventure Sundae" for the event and contests will be held to win various prizes, including copies of the film, Pixar prize packages, and free ice cream.

The famous ice cream shop was featured in the Disney/Pixar film about retired balloon salesman Carl Fredricksen, who ties thousands of balloons to his house and embarks on the adventure of his lifetime. Russell, an overeager 8-year-old Wilderness Explorer who hitches a ride by accident, joins him. The unlikely duo make new friends and learn what it adventure really is all about. The Blu-Ray/DVD includes the short film "Dug's Special Mission."

Fentons Creamery is located at 4226 Piedmont Ave., Oakland.

