



PREPARE FOR MONSTER TRUCK ADVENTURES IN *BLAZE AND THE MONSTER MACHINES*

Ready, Set, Go! Join Blaze and his monster machine friends as they race their way on to Nick Jr. this March.

London, 12th February 2015 – Fasten your seatbelt and hold on tight for brand new animated series *Blaze and the Monster Machines*, racing onto Nick Jr. with an hour-long premiere on **Friday 6th March at 4:00pm**. The series follows the adventures of Blaze, Axle City's number one racer and his best friend and driver, AJ, as they solve dilemmas using science and maths along the way.

Blaze and the Monster Machines is a new Nick Jr. series that is driven by a STEM (science, technology, engineering, mathematics) curriculum. Created by Jeff Borkin (*Team Umizoomi* head writer) and Ellen Martin (*Bubble Guppies* supervising producer), the series uses songs and humour to teach viewers the basics of concepts such as friction, adhesion, force, trajectory and magnetism. ***Blaze and the Monster Machines* will air weekdays at 4pm on Nick Jr.**

During their adventures, Blaze and AJ have to solve a number of problems most of which are caused by Blaze's rival, Crusher and his over-enthusiastic sidekick, Pickle. With the help of friends, such as nine-year old Gabby, a mechanic and monster-truck expert, Blaze and AJ always rise to the challenge.

In the special hour-long premiere 'Blaze of Glory,' Blaze and his driver AJ are introduced to a world of racing Monster Machines. When a cheating truck named Crusher uses his dirty tricks to try and win the Championship Race, Blaze will do everything he can to help his friends and beat Crusher to the finish line.

Inspired by the series, a *Blaze and the Monster Machines* app is also launching on iOS this March. The app introduces pre-schoolers to the STEM concepts that are explored in the show as they travel along pre-set race courses or build their own tracks.

Online at nickjr.co.uk, parents and children can discover more about *Blaze and the Monster Machines*, as well as view clips, character information and fun creative activities.

Where every day's an adventure, Nick Jr. is a top-performing commercial pre-school entertainment brand in cable and satellite homes. Launched in 1999 as the world's first channel dedicated to pre-school children, Nick Jr.'s programming includes beloved shows *Dora and Friends: Into the City!*, *Peppa Pig*, *Lily's Driftwood Bay*, *Zack & Quack* and *Paw Patrol*. Online, clips, games, exclusive activities and downloads are all available at nickjr.co.uk. Viewers also have the opportunity to catch up with the schedule through Nick Jr. +1. Nick Jr. is available on Sky 615, Virgin 715, through BT Vision and TalkTalk channel 318.

The Nickelodeon Network is a top-performing commercial kids TV network in the UK and Ireland with Nickelodeon channels available in over 14 million cable and satellite homes. Having launched in 1993

Nickelodeon UK comprises seven dedicated entertainment channels for kids aged 4-15 and their families, and is a joint venture between Viacom International Media Networks and BSkyB.

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For more information, images or clips please contact:

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