

For immediate release:



NICKELODEON & VIACOM CONSUMER PRODUCTS UK HONOURS LICENSEES AT ANNUAL AWARDS

London, Thursday 21st April – Nickelodeon & Viacom Consumer Products (NVCP) held their annual UK Achievement Awards today at London’s Ham Yard Hotel. Celebrating successful promotional campaigns, innovative product development, creative collaborations as well as licensee and, for the first time, retail support, eight awards were handed out during the evening showcase event presented by **Ron Johnson**, EVP Consumer Products at Viacom International Media Networks and **Marianne James**, VP Consumer Products UK & Ireland and European Retail Sales & Marketing, Viacom International Media Networks.

“This has been one of the most successful years for the UK consumer products team and we wouldn’t be experiencing such impressive commercial and creative growth if not for our valued licensee and retail partners,” said **Marianne James, VP Consumer Products UK & Ireland & European Retail Sales & Marketing Viacom International Media Networks**. “These awards are a way to recognise the accomplishments of our partners and celebrate all that we have achieved together.”

Argos was awarded Retail Programme of the Year in recognition of the successful ‘Everyone’s a Winner’ campaign, which has run for the past four years, while Tesco won Retail Licensing Team of the Year, acknowledging their enthusiastic focus on expanding their reach in the licensing sector. The Entertainer’s wide-ranging relationship with Nickelodeon has included the successful launch of a Nickelodeon branded craft, joke and science kit range, as well as numerous licensed activities, ensuring they won the award for Retail Partnership of the Year. Paw Patrol products led in the Innovative Product categories with George winning for their soft line range and Kokomo taking the gong for their Paw Patrol 3D health and beauty range.

Character World was presented with the award for Long-standing Partnership, recognising their 13 year relationship with NVCP which has seen Character World become Nickelodeon’s number one soft lines partner and product development spanning the whole portfolio of NVCP’s brands. The Topman retro Nickelodeon apparel line earned TVM Fashion Lab the award for Collaboration of the Year, while Spearmark International Ltd. were presented with Licensee of the Year for their extensive development of Nickelodeon licensed lunch-ware and homeware.

Complete List of Winners:

Retail Programme of the Year 2016
Winner: **Argos ‘Everyone’s a Winner’**

Retail Licensing Team of the Year 2016
Winner: **Tesco**

Retail Partnership of the Year 2016
Winner: **The Entertainer**
Nickelodeon licensed craft, joke and science kits

Innovative Soft Line Product/Range 2016
Winner: **George**
Paw Patrol Range

Innovative Hard Line Product/Range 2016
Winner: **Kokomo**
Paw Patrol Range

Long-standing Partnership 2016
Winner: **Character World**

Collaboration of the Year 2016
Winner: **TVM Fashion Lab**
Topman retro Nickelodeon range

Licensee of the Year 2016
Winner: **Spearmark International Ltd.**
Lunch-ware and homeware

Available in over 13 million homes, Nickelodeon is the place where kids rule and features top shows such as Nickelodeon's Kids' Choice Awards, Bella and the Bulldogs, Game Shakers, SpongeBob SquarePants and Sam & Cat. Launched in 1993, Nickelodeon brings hit international and locally-produced entertainment content to audiences in the UK and Ireland. Viewers can also watch Nickelodeon in high definition through Nickelodeon HD and have the opportunity to catch up with the schedule through Nickelodeon +1. Exclusive games, behind the scenes clips, show information and more are available on nick.co.uk and Nick Play where viewers can find exclusive content updated daily. Viewers can watch Nickelodeon on Sky, Virgin, TalkTalk, BT Vision, YouView, VUTV on Freeview and on UPC in the Republic of Ireland.

The Nickelodeon Network brings the best in kids' content to the UK and Ireland with Nickelodeon channels available in over 13 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.

ENDS

Contact:
Maxine Sackey
PR Executive
Maxine.sackey@nickelodeon.co.uk
020 3580 3123