



GET READY TO EXPLORE NICK JR. LEAP THIS SUMMER

London, 13th August – This August sees the launch of *Nick Jr. Leap*, a fun, online world created to develop children’s mathematic, problem-solving and language skills. Free to play, the site was designed in line with the 2014 Early Years Foundation Framework and available now at nickjr.co.uk/leap.

Designed for children aged between two and seven-years-old, parents can create accounts for their children to tailor the site experience. Players can explore three worlds introduced by favourite Nick Jr. characters such as Dora the Explorer, Bubble Guppies and Team Umizoomi.

To further personalise kids’ experiences, they can select their very own Nick Jr. Leap friend, an avatar who will accompany them on their journey and reward them with gameplay and animation as they complete tasks and move up a level.

Nick Jr. Leap gives younger children the opportunity to co-play with an adult or older sibling, as well as allowing independent play for older children. Grown-ups can keep track of children’s progress in in the ‘Grown Ups’ area and help them reach new levels. Nick Jr. Leap is mobile responsive, so it can be played anywhere.

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 the Explorer, Peppa Pig, Ben & Holly’s Little Kingdom and Bubble Guppies. 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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