



## DIGBY DRAGON TAKES FLIGHT THIS SUMMER

**New pre-school animated series Digby Dragon premieres on Monday 4<sup>th</sup> July on Nick Jr.**

**London, 27<sup>th</sup> May 2016** – A woodland adventure awaits with the launch of new pre-school show *Digby Dragon* on Nick Jr. Nickelodeon has teamed up with Blue-Zoo on the UK-produced, CGI animated series, launching with the world premiere on **Monday 4<sup>th</sup> July at 4:30pm on Nick Jr.** with a week of new episodes.

Set in the colourful and enchanted Applecross Wood, the series follows Digby, a young dragon learning to fly. Digby and his best friends Chips, the scatter-brained squirrel, fairy Fizzy Izzy and Grumpy Goblin take on magical adventures meeting friends from Applecross Wood along the way.

In the premiere episode "Dragon Day," it's the best day of a Dragon's year, but for Digby it's a reminder that he hasn't learnt to fly far yet. Luckily, with the help of Grumpy Goblin and some fairy dust from Fizzy Izzy, Digby manages to soar across the sky. Although it is not the smoothest of flights or most elegant of landings, Digby is delighted that he's managed to fly further than ever before.

*Digby Dragon* is based on original work from Sally Hunter, creator of the celebrated preschool property, Humphrey's Corner, and will air weekdays on Nick Jr. at 4:30pm.

Online at [nickjr.co.uk](http://nickjr.co.uk), parents and children can discover creative activities, find out more about *Digby Dragon*, as well watch clips from the show.

### **Nick Jr.**

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 Paw Patrol, Dora and Friends: Into the City!, Peppa Pig, Lily's Driftwood Bay and Blaze and the Monster Machines. Online, clips, games, exclusive activities and downloads are all available at [nickjr.co.uk](http://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 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.

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For more information, images or clips please contact:

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