



Cast a Spell This July on Nickelodeon

- Global Nickelodeon hit arrives in the UK to provide some Miami magic for viewers this summer -

London, 28th May 2014 - Get ready for the brand-new, spell-binding series ***Every Witch Way*** premiering **on Monday 14th July at 5:30pm**. The series follows 14-year-old Emma Alonso, as she moves to Miami and her ordinary life is turned upside-down when she discovers she is a witch. Luckily Emma quickly finds a friend in tomboy Andi but when Emma develops a crush on the boy next door, Daniel, she also has to deal with his Queen Bee ex-girlfriend Maddie, a girl who has her own magical family secret.

Just as Emma's newfound witch skills start to materialise, she also has to negotiate the halls of Iridium High. Maddie and her clique The Panthers run the school and the boys on the swim team, the Sharks, are always up to something to win or impress a girl. Plus there's no chance of getting away with any social blunders as Miss Information, the school gossip, documents everything on her blog read by the entire school.

In the premiere episode 'Discovery,' strange things start happening to Emma when she moves to Miami and gets to grips with a new home, new school and new friends. This summer, new episodes of *Every Witch Way* will **air every weeknight at 5:30pm on Nickelodeon**.

Online at nick.co.uk fans can experience a magical world of *Every Witch Way* fun. There will be sneak peeks of upcoming episodes, quizzes, the lowdown on all the students at Iridium High and the opportunity to cast some spells with an awesome game, Hallway Hocus Pocus. On the Nick App, fans can watch the first magical episode, view cool photo galleries and much, much, more.

Available in 14 million homes, Nickelodeon is the place where kids rule and features top shows such as Nickelodeon's Kids' Choice Awards, Sam & Cat, Victorious, SpongeBob SquarePants and iCarly. 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 the dedicated Nick app 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 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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