



## PAW PATROL LIVE! “THE GREAT PIRATE ADVENTURE” ANNOUNCES UK TOUR DATES

The UK’s Favourite Pup Stars are back in an ‘X Marks The Spot’ Heroic Musical Adventure Coming to the UK This Summer

London, 8<sup>th</sup> March – *PAW Patrol*, All paws on deck! Spin Master entertainment has announced a 2018 UK tour of *Paw Patrol Live! “The Great Pirate Adventure”* this summer, following the success of “Race to the Rescue” in 2017. Tickets will go on sale on Friday, 16<sup>th</sup> March and will be available from [www.pawpatrollive.co.uk](http://www.pawpatrollive.co.uk).

Confirmed UK tour dates are:

**Saturday 28<sup>th</sup> July** – The Playhouse, Edinburgh

**Thursday 2<sup>nd</sup> August** – Metro Radio Arena, Newcastle

**Saturday 4<sup>th</sup> and Sunday 5<sup>th</sup> August** – SECC, Glasgow

**Wednesday 8<sup>th</sup> August** – Echo Arena, Liverpool

**Saturday 11<sup>th</sup> and Sunday 12<sup>th</sup> August** – Manchester Arena, Manchester

**Wednesday 15<sup>th</sup> August** – Fly DSA Arena, Sheffield

**Saturday 18<sup>th</sup> August** – Arena Birmingham

**Wednesday 22<sup>nd</sup> August** – Motor Point Arena, Cardiff

**Saturday 25<sup>th</sup> and Sunday 26<sup>th</sup> August** – The SSE Arena, Wembley, London

**Saturday 1<sup>st</sup> and Sunday 2<sup>nd</sup> September** - Windsor Hall, Bournemouth International Centre

**Saturday 8<sup>th</sup> and Sunday 9<sup>th</sup> September** – Brighton Centre, Brighton

In *PAW Patrol Live! "The Great Pirate Adventure,"* Mayor Goodway is getting everything shipshape for a big Pirate Day celebration in Adventure Bay. However, when Cap'n Turbot falls into a dark and mysterious cavern, it's PAW Patrol to the rescue! Chase, Marshall, Rubble, Skye, Rocky and Zuma save Cap'n Turbot and discover a secret pirate treasure map that leads them on an epic adventure. Over land and across the high seas, the pups set out to find the treasure for Mayor Goodway so the celebration can go on. Things get *ruff* when Mayor Humdinger wants to find the treasure first for Foggy Bottom. The pups need all paws on deck for this pirate adventure, including help from the newest pup who's all ears...Tracker! Using their heroic rescue skills, problem solving and teamwork, the pups set sail to save the day. No job is too big; no pirate pup is too small.

Similar to *PAW Patrol Live! "Race to the Rescue,"* which continues to tour the world in 2018, this new show, *PAW Patrol Live! "The Great Pirate Adventure,"* includes two acts and an intermission, and incorporates an innovative costume approach to help bring the pups to life on stage as well as their vehicles and packs during the adventure.

*PAW Patrol*, created by Spin Master Entertainment, is the top rated kids show on Nick Jr. and the number one preschool property in the in the UK. "We are delighted that the totally paw-some *PAW Patrol Live! The Great Pirate Adventure* is touring the country this summer" commented Mark Kingston, SVP Nickelodeon and Viacom Consumer Products, Viacom International Media Networks.

**-ENDS-**

Paw Patrol Live! "The Great Pirate Adventure" is presented by Life Like Touring, VStar Entertainment Group and Nickelodeon. *PAW Patrol* airs every day on Nick Jr.

**FOR MEDIA: <mailto:michelle.s@nortonpr.com> to schedule interviews, secure photography or b-roll. Follow and share official social media pages @PAWPatrolLiveUK on Facebook, Twitter, and Instagram or use #PAWPatrolLiveUK**

**VStar Entertainment Group** is one of the World's leading multi-concept media and entertainment platforms and producer of family-friendly consumer shows and events, with an extensive background presenting and promoting more than 36,000 performances worldwide over the past 35 years. Headquartered in the Twin Cities, VStar Entertainment Group was founded in 2015 following an acquisition of VEE Corporation, one of the most experienced and respected names in family-friendly entertainment, and Blue Star Media, a leader in event production and promotion. VStar Entertainment Group also provides turnkey, in-house solutions for agencies, brands, corporations and marketing experts serving the event, sports and experiential industries. For more information, including current touring shows and a complete list of service offerings, please visit [www.VStarEntertainment.com](http://www.VStarEntertainment.com).

**Nickelodeon**, Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family. It has built a diverse, global business by putting kids first in everything it does. The company's portfolio includes television programming and production around the world, plus special events, consumer products, digital offerings, recreation, books, feature films and pro-social initiatives. Nickelodeon's brands reach 1.1 billion cumulative subscribers in more than 160 countries and territories, via more than 80+ locally programmed channels and branded blocks. Outside of the United States, Nickelodeon is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all media platforms.

**Life Like Touring:** Based in Melbourne, Australia, Life Like Touring has written, produced and toured live shows for some of the most popular children's brands for more than 10 years, including Ben and Holly, Chuggington, Dora the Explorer, Peppa Pig, Octonauts, Sesame Street, Scooby-Doo and Yo Gabba Gabba! Life Like Touring productions have been seen in all major cities around Australia and New Zealand, as well as Africa, Asia, Europe, the Middle East, North America and South America. Life Like Touring productions are best known to entertain toddlers, preschoolers and their young siblings, in the beautiful surrounds of a traditional theatre. In more recent times they have produced a variety of theatrical and themed experiential entertainment designed for the whole family to enjoy together. Life Like Touring, together with their sister company, The Entertainment Store, have worked for some of the world's biggest entertainment companies, including Cartoon Network, Disney, Entertainment One, Nickelodeon, Mattel and Warner Bros. Most recently, Life Like Touring and The Entertainment Store were acquired by TEG Live, and became part of Australia's leading integrated live entertainment solutions company with superior capabilities in ticketing, digital, data and the promotion of live sport and entertainment.

## About Spin Master

Spin Master (TSX:TOY; [www.spinmaster.com](http://www.spinmaster.com)) is a leading global children's entertainment company that creates, designs, manufactures, licenses and markets a diversified portfolio of innovative toys, games, products and entertainment properties. Spin Master is best known for award-winning brands including Zoomer®, Bakugan®, Erector® by Meccano®, Hatchimals®, Air Hogs® and PAW Patrol®. Since 2000, Spin Master has received 92 TIA Toy of The Year (TOTY) nominations with 28 wins across a variety of product categories, including 13 TOTY nominations for Innovative Toy of the Year, more than any of its competitors. To date, Spin Master has produced six television series, including 2007 success Bakugan Battle Brawlers and current hit PAW Patrol, which is broadcast in over 160 countries and territories globally. Spin Master employs over 1,600 people globally with offices in Canada, United States, Mexico, France, Italy, United Kingdom, Slovakia, Poland, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, Vietnam and Australia.