



## INTERNET SENSATION “FRED” AKA LUCAS CRUIKSHANK FACES LIFE IN THE WORST SUMMER CAMP EVER

**New Nickelodeon Original TV Movie Comedy, *Fred 3: Camp Fred* premieres  
Friday 26<sup>th</sup> October at 6 p.m.**

**London, - 4th October, 2012** - The fast-talking, hyper teenager “Fred Figglehorn” is headed to camp in the brand-new TV movie, *Fred 3: Camp Fred*. Starring internet sensation **Lucas Cruikshank**, *Fred 3: Camp Fred* premieres **Friday 26<sup>th</sup> October at 6 p.m.** on **Nickelodeon**.

Based on one of the most popular internet characters of all time – Fred’s YouTube videos have had over 900 million views to date - the third installment of the hit TV movie franchise also features Tom Arnold as Floyd the camp director with WWE Superstar John Cena as Fred’s imaginary dad. Daniella Monet (*Victorious*) plays Fred’s sassy best friend Bertha, Charlie Carver (*Desperate Housewives*) plays Hugh Thompson the resident jock while Jake Weary (*As the World Turns*) and Carlos Knight (*Supah Ninjas*) feature as Fred’s rivals.

In *Fred 3: Camp Fred*, Fred’s mum (Siobhan Fallon Hogan) enrolls him in the world’s worst summer camp - the dilapidated Camp Iwannapeepee. Fred is miserable until he meets a motley group of campers who teach him what camp is really about – making new friends. Together, Fred and his new friends “Magoo” (Joey Bragg), “Dig” (Adrian Kali Turner, *The Walking Dead*), “Spoon” (Leah Lewis), and “Chatter” (Matthew Scott Miller), are determined to muster up the strength and confidence to beat their rivals at the nearby posh Camp Superior in the annual Summer Camp Games.

In addition to the feature premiere, October sees a stellar Fred line-up for Nickelodeon with new episodes of ***Fred: The Show*** airing every Friday at 4.30 p.m. Following the movie, new episodes will also premiere at 4:30 p.m. every day from Monday 29<sup>th</sup> October until Friday 2<sup>nd</sup> November.

*Fred 3: Camp Fred* is executive produced by Brian Robbins of Varsity Pictures, Michael Green, Gary Binkow and Evan Weiss of The Collective and Lucas Cruikshank. The movie is written by Drew Hancock (*Supah Ninjas*, *FRED: THE SHOW*) and directed by Jonathan Judge (*FRED: THE SHOW*, *Big Time Rush*).

*Camp Fred* marks the third TV movie, following previous hits *Fred: The Movie* and *Fred 2: Night of the Living Fred*. Nickelodeon recently green-lit *Marvin, Marvin*, a new original half-hour comedy series starring Cruikshank, which follows the exploits of Marvin, an alien teen who is trying to fit into life on earth while living with his human family. In 2008, the Nebraska teenager created the popular ‘Fred’ character in a series of YouTube videos which have been viewed more than 900 million times. The latest digital iteration of the character features a new animated series on the FRED YouTube channel titled

"IT'S FRED." In 2010, Cruikshank was named one of "10 Comics to Watch" by *Daily Variety* and was listed among the 50 Top Digital Power Players by *The Hollywood Reporter*.

Producer Brian Robbins, founder and president of Varsity Pictures, is one of entertainment's most prolific producers. In features, Robbins has directed and/or produced films such as Disney's *Wild Hogs*, Dreamworks' *Norbit*, Paramount's *Coach Carter*, Disney's *The Shaggy Dog*, Sony's *Radio* and Paramount's *Varsity Blues*. Robbins is currently in post production on his next feature *The To-Do-List* for CBS Films. Robbins is also responsible for numerous popular and critical television hits, including the long-running CW series *Smallville* and *One Tree Hill*, Disney Channel's series *Sonny With A Chance* and Spike TV's original scripted comedy, *Blue Mountain State*. Robbins was also the producing force behind series such as Nickelodeon's *All That*, WB's *What I Like About You* and HBO's *Arli\$*.

The Collective is a leading entertainment management, production and distribution company. The Collective's mission is to unlock the value of the direct relationship between artists and their fans by identifying, developing, building and maximizing opportunities for creative talent across a multitude of media platforms. Clients include Linkin Park, Counting Crows, Enrique Iglesias, Slash, Alanis Morissette, Godsmack, Martin Lawrence, Emile Hirsch, Eliza Dushku, Eddie Izzard, Lucas Cruikshank and Dane Boedigheimer, creator of internet sensation "The Annoying Orange." The Collective, through its Collective Digital Studio division, has most recently produced the hit television series "The High Fructose Adventures of Annoying Orange" airing on Cartoon Network, and the blockbuster feature length original web series "Video Game High School," from FreddieW creators Freddie Wong, Brandon Laatsch and RocketJump.com co-founder/producer Matt Arnold. Based in Beverly Hills, The Collective employs a staff of more than seventy employees.

## **Nickelodeon**

Nickelodeon has been bringing audiences in the UK and Ireland hit international and locally-produced kid's content since 1993. Reaching 14 million homes, Nickelodeon offers a schedule packed with innovative, playful and heartfelt programming featuring top shows such as House of Anubis, SpongeBob SquarePants and iCarly. Viewers can also catch Nickelodeon in high definition through Nickelodeon HD and have the opportunity to catch up with the schedule through Nick +1. Exclusive games, behind the scenes clips, show information and more are available on Nick.co.uk. Nickelodeon is on Sky 604, Virgin 712, through BT Vision and TalkTalk channel 315.

Nickelodeon UK comprises seven dedicated entertainment channels for kids aged 4-15 and is a joint venture between Viacom International Media and BSkyB Networks. Launched in 1993, 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.

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