



For immediate release

HOWARD DONALD BRINGS MAGIC TO NICK JR.

Take That Singer Records Voice for Preschool Series *Wallykazam!*

Monday, 23rd February, 2015 –Take That star Howard Donald lends his vocal talents to Nick Jr. as the singer records a voice for the show *Wallykazam!*

Recording his part in a central-London production house on Friday, Howard worked with the Nick Jr. team on determining the perfect voice for the mischievous magical character named Wizard Jeff.

In the special *Wallykazam!* episode entitled 'Moustache Day,' Howard's character is a moustached wizard that sets Wally and his friends a set of challenges in order to win a delicious treat. Donald's turn in the hot preschool cartoon sees him sing a song about underpants and help children with the spelling of the three-syllable word. 'Moustache Day' will air on Nick Jr. this Halloween. **Episodes of *Wallykazam!* air on Nick Jr. every day at 4:30pm.**

"Recording the voice of Wizard Jeff was magic. I really hope that kids and their parents enjoy the character and the voice that I gave him and that the underpants song doesn't drive them mad; it is a very catchy number," said **Howard Donald**.

Wallykazam! follows the adventures of a troll named Wally and his pet dragon Norville, who live in a magical forest full of giants, goblins, ogres, sprites. In each episode Wally uses a magic stick to make words come to life.

Wallykazam! is the first Nick Jr. series that embeds a literacy curriculum into a full-length story, introducing skills such as letter and sound identification, rhyming and vocabulary development. Created by producer/writer Adam Peltzman (Emmy Award-winning *The Backyardigans* and *Bubble Guppies*), *Wallykazam!* will air regularly weekdays at 4:30pm on Nick Jr. Since its premiere on Nick Jr. in October 2014, *Wallykazam!* has become one of the most popular shows on the network.

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 and Friends: Into the City!*, *Peppa Pig*, *Lily's Driftwood Bay*, *Zack & Quack* and *Paw Patrol*. 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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