



NICKELODEON & VIACOM CONSUMER PRODUCTS LAUNCH THEIR FIRST SOFT PLAY RANGE IN PARTNERSHIP WITH CRAZYPLAY

London, Tuesday 13th October 2015 – Nickelodeon & Viacom Consumer Products have teamed up with Crazyplay on a line of soft play equipment across key brands including Teenage Mutant Ninja Turtles, SpongeBob SquarePants, Dora and Friends: Into the City! and Dora the Explorer. The soft play structures will be available from this Christmas across the UK, Eire and the Channel Islands.

The four-year deal will see The Licensed Play Company Ltd., under their brand Crazyplay, bring some of Nickelodeon’s best-loved shows to life with their unique technology and stimulating designs to create bespoke branded soft play equipment.

“We’re incredibly excited to partner with Crazyplay on our first venture into soft play structures,” said **Marianne James, VP Consumer Products UK & Ireland & European Retail Sales & Marketing Viacom International Media Networks**. “The fun and adventure embodied by our properties translates perfectly into soft play and opens up a new touchpoint for our audience to experience their favourite Nickelodeon brands.”

“The Licensed Play Company is very pleased to be working in partnership with Nickelodeon,” said **Mike Broadfield, Managing Director, The Licensed Play Company**. “While incorporating Nickelodeon characters, we have used our experience in bespoke design and manufacture to create vibrant and exciting children’s play structures.”

Nickelodeon

Available in over 13 million homes, Nickelodeon is the place where kids rule and features top shows such as Nickelodeon’s Kids’ Choice Awards, The Haunted Hathaways, The Thundermans, SpongeBob SquarePants and Sam & Cat. 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 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.

-ENDS-

Contact:

Nickelodeon

Maxine Sackey

PR Executive

Maxine.sackey@nickelodeon.co.uk

0203 580 3123

Crazyplay

www.crazyplay.co.uk

Mike Broadfield

Managing Director

mike@crazyplay.co.uk