

For immediate release



NICKELODEON GOES TOP OF THE FOOTBALL LEAGUE WITH *NICK KICKS*

**New Live-Action Series Will Cover The Football League across the Remainder of the 15/16 Season
as well as 16/17 and 17/18**

London, 12th January 2016 Nickelodeon UK & Ireland announces a long-term partnership with The Football League to produce *Nick Kicks*, a live-action football programme covering all 72 clubs of the Football League. Launching on **Nicktoons at 8:00 am on Saturday, 6th February 2016**, the 22-minute programme will run for 18 episodes ending on 4th June. In addition to covering the remainder of the 2015/16 season, the series will air across the entirety of the 2016/17 and 2017/18 seasons. In total, Nickelodeon UK & Ireland has committed to producing over 100 episodes of the series across the three seasons.

Featuring highlights of Football League matches filmed, edited and delivered by ITN Productions, *Nick Kicks* is produced by Nickelodeon UK production team. The production of *Nick Kicks* follows the broadcast deal struck between The Football League and Viacom International Media Network's Channel 5.

"We know that UK kids love football whether it's played in stadiums or in the back garden so it is brilliant to be producing a series that will bring families a Nickelodeon take on the nation's top sport. *Nick Kicks* is going to be funny and will give fans a unique look at their favourite clubs and players," said **Alison Bakunowich, VP, Head of Editorial, Nickelodeon UK & Ireland**.

Produced in association with the Football League Trust, each week *Nick Kicks* will feature highlights across Championship, League 1 and League 2 matches. These clip packages will feature highlights from the week's football as well as the more humorous moments from the week and a look ahead to upcoming games. In addition to the packages, *Nick Kicks* will take viewers behind the scenes of the Football League with visits to local clubs. Kids will be given a chance to experience what it is like to be a football manager or player for the day at their favourite clubs as well as being given the opportunity to interview players and staff. SpongeBob SquarePants will also play a part in the series as he takes on various club mascots in weekly challenges.

Commenting, **Shaun Harvey, Chief Executive of The Football League** said: "Offering a fun insight in to life at clubs up and down the country, *Nick Kicks* will help us to engage and inspire a new generation of Football League fans. We look forward to working with Nickelodeon on *Nick Kicks* in what is another exciting first for The Football League."

Roman Kemp and **Rachel Stringer** have been signed as presenters for *Nick Kicks*. A popular You Tube personality and Capital FM presenter, Roman is an avid football fan and started the You Tube channel, Pitch Invasion TV in 2013. Rachel Stringer is a sports presenter working on BT Sports with previous experience working on Match of the Day Kickabout.

Nick Kicks will be supported with a dedicated page on the Nicktoons site at nicktoons.co.uk/nickkicks. Short segments from the series as well as additional behind the scenes content, polls and quizzes will be available on the site along with an exclusive *Nick Kicks* game. *Nick Kicks* content will also feature on Nick Play available on android and ios.

Nick Kicks is being supported by an extensive marketing campaign that will see promotional spots for the series air on Nickelodeon's own network of channels as well competitor channels and online, across you tube and various games-related sites.

About Nicktoons

Available in over 13 million homes, Nicktoons showcases the world's best comedy animation. Launched in 2002 and part of the Nickelodeon network of channels, Nicktoons broadcasts the very best in funny cartoons to audiences across the UK and Ireland, featuring top shows such as *SpongeBob SquarePants*, *Teenage Mutant Ninja Turtles*, *Sanjay and Craig*, and *Fairly OddParents*. More information is available at nicktoons.co.uk. Nicktoons is available on Sky 606, Virgin 717 and through BT Vision.

The Nickelodeon Network is a top-performing commercial kids TV network in 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.

About The Football League

The Football League is the world's original league football competition and is the template for leagues the world over. With 72 member clubs, it is also the largest single body of professional clubs in European football and is responsible for administering and regulating the Sky Bet Football League, Capital One Cup and Johnstone's Paint Trophy, as well as reserve and youth football.

About ITN Productions

ITN Productions is ITN's in-house production business. We produce creative and commercial content for the broadcast, corporate, commercial, and digital sectors. Clients include ITV, BBC, Channel 4, Channel 5, Sky, Smithsonian, A+E, History and Discovery. ITN Productions is a key player in sports production, due to our unrivalled expertise in fast-turnaround for live productions in digital and broadcast. We produce near-live match clips and highlights for News UK (via Sun+ Goals and The Times / Sunday Times online and mobile platforms) of Barclays Premier League, as well as Scottish Professional Football League, Aviva Premiership Rugby, England international cricket, FA Cup, England International football and Tour de France. We also have a major contract with SNTV, the world's leading sports news video agency, providing thousands of clips per year. In 2015 ITN Productions produced fast-turnaround documentary, *Sepp Blatter Exposed – The Fall of FIFA*, for Channel 5 and the 2016's Emirates FA Cup Round 3 Promo Film. ITN Productions produced footage during the 2010 World Cup for ITV Sport.

For more information visit: www.itnproductions.co.uk.

For more information, additional quotes or images, please contact:

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