



News Release

## **PAW PATROL PAWSOME MISSIONS LAUNCHES ON NICKJR.CO.UK**

- New immersive game based on Spin Master Entertainment's smash hit show as seen on Nick Jr. and Milkshake! to be launched at [www.nickjr.co.uk/Pawsome](http://www.nickjr.co.uk/Pawsome)
  - Kids can create avatars of themselves and control the Pup Pad just like Ryder
    - 12 initial adventures for kids to try with more missions to follow
  - New *PAW Patrol* Christmas special will air on 11<sup>th</sup> December on Nick Jr. at 5pm



London, 17<sup>th</sup> November, 2017 – *PAW Patrol*, Spin Master Entertainment's phenomenal preschool property and Nickelodeon's #1 pre-school series, airing on Nick Jr. and Channel 5' Milkshake! will be putting kids at the heart of a new adventure game on [nickjr.co.uk](http://nickjr.co.uk), enabling them to create avatar versions of themselves and use the pups from the series to tackle a series of fun and engaging missions. *PAW Patrol Pawsome Missions* goes live on 17<sup>th</sup> November 2017 at [nickjr.co.uk/Pawsome](http://nickjr.co.uk/Pawsome). Kids can also get fired up with a new *PAW Patrol* Christmas special which will air on 11<sup>th</sup> December on Nick Jr. at 5pm.

In *PAW Patrol Pawsome Missions* children can create an avatar of themselves as they look in the real world and get to work alongside Ryder, choosing their physical appearance and outfits. Kids then explore Adventure Bay by walking around, completing missions, meeting characters, collecting paw points and roleplaying a day in the life of the Paw Patrol. The gamers also use the Pup Pad just like Ryder in an immersive 3D digital world, collaborating with different pups for specific quests.

In the must-see Christmas special titled *The Pups Winter Wonder Show*, featuring everybody's favourite paws which uphold the laws, the Adventure Bay Snow-Show is in trouble when Mayor Humdinger escapes with the feature act: Cap'n Turbot's performing penguins. It's up to the Paw Patrol, with the help of Tracker, to save the day so that the show can go on!

Suzie Adams, Digital Director at Nickelodeon UK & Ireland commented, “*PAW Patrol Pawsome Missions* is an excellent way for preschoolers to develop their problem-solving skills in an exciting and playful manner. We hope to delight kids with their transformation in the digital world through the avatar creation and how the pups transform throughout the game. This interactive game demonstrates our commitment to developing immersive experiences for our audiences in a fun and relevant way”.

*PAW Patrol* follows a pack of six heroic rescue pups – Chase, Marshall, Rocky, Rubble, Zuma and Skye - who are led by a tech-savvy 10-year-old boy named Ryder. Together they work hard to protect the Adventure Bay community. Each pup has a unique skill set and a house that turns into a vehicle specific to their personality. Chase is an athletic police pup, Marshall is a spirited fire truck pup, Rocky is an enthusiastic recycling pup, Rubble is a gruff, but loveable construction digger pup, Zuma is a playful, water-loving pup and Skye is a fearless, smart helicopter pup. Ryder has rescued all six pups and leads them on their missions.

*PAW Patrol* is broadcast daily on Nick Jr. where it regularly ranks as the top show on the channel. It also airs as part of the pre-school block Milkshake! on Channel 5.

The programme is produced by Spin Master Entertainment for Nick Jr and has become a pre-school sensation following its launch in 2013. A range of toys has been launched which will be exclusive to retailer Smyths until Christmas Day which include *PAW Patrol* Mission Paw Chase, *PAW Patrol* Mission Cruiser and *PAW Patrol* Mission Vehicle Sky.

Other popular games on [nickjr.co.uk](http://nickjr.co.uk) include All Star Pups, Snow Slide and *PAW Patrol* Academy. The game has been developed with Complete Control, a company which specialises in creating interactive content for children’s brands.

## **Nick Jr.**

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 *PAW Patrol*, *Blaze and the Monster Machines*, *Peppa Pig* and *Digby Dragon*. Online, clips, games, exclusive activities and downloads are all available at [nickjr.co.uk](http://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 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.

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For more information please contact:

Luciano Chelotti

Communications Director, Nickelodeon UK & Ireland

07827 355 767 [Luciano.Chelotti@vimn.com](mailto:Luciano.Chelotti@vimn.com)