



NICKELODEON HIT PRE-SCHOOL SERIES PAW PATROL TO JOIN MILKSHAKE! SCHEDULE OCT 11

Viacom Consumer Products also Announces New Licensing Partnerships for the Series with, Aykroyd and TDP Licensing Ltd, Character World, NJ Screen Prints and Parragon

London, Tuesday, 7th October, 2014— Nickelodeon and Viacom Consumer Products today unveiled future plans for the hit Nick Jr. property, *Paw Patrol*. Following the adventures of six heroic puppies and a ten-year-old boy named Ryder, the show -- currently one of the top performing programmes on Nick Jr. -- will make its free to air debut on October 11th when it joins the Milkshake! line up on Channel 5, airing on weekends at 7:45am. New episodes of the programme will continue to air this week on Nick Jr. at 4.30pm.

In addition to the free to air debut of the animated show, four new license partners for the popular Nick Jr. property have been announced. **Aykroyd and TDP Licensing Ltd, Character World, NJ Screen Prints** and **Parragon** have all signed on as key licensees for the preschool property with product lines from the newly inked deals set to be available in UK retailers from spring/summer 2015. Aykroyd and TDP Licensing Ltd will produce kids' sleepwear and underwear. NJ Screen Prints will produce kids' outerwear, Character World will create bedding and bedroom accessories, while Parragon will be a publishing partner for the adventure-filled property. These licensees join **Spin Master Entertainment**, owner of the worldwide toy rights for the property; the toy line is due to launch in UK toy retailers this December. Additional licence categories are set to be added in the coming weeks.

"Paw Patrol has proven to be a success on screens and on shelves with the show rating strongly and products selling out across many international territories," said Marianne James, VP Consumer Products, UK & Ireland. "It is fantastic to be adding to the roster of licensees for the property and, with the show set to be available free to air this month, we are confident that the popularity and reach of this incredible property will only grow."

Produced in association with Spin Master Entertainment, Paw Patrol launched on Nick Jr. UK on 4th November 2013. Currently airing daily on Nick Jr., *Paw Patrol* stars a pack of six heroic rescue pups – Chase, Marshall, Rocky, Rubble, Zuma and Skye - who are led by a tech-savvy ten-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.

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 *Dora the Explorer*, *Peppa Pig*, *Ben &*

Holly's Little Kingdom 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.

- Ends -

For more information, images or clips please contact:

Maxine Sackey
PR Executive
Maxine.sackey@nickelodeon.co.uk
0203 580 3123

Jennifer Needham
Communications
Jennifer.needham@vimn.com
0203 580 2100