



NO JOB IS TOO BIG, NO PUP IS TOO SMALL FOR NICK JR.'S PAW PATROL

New CG animated, pre-school series Paw Patrol launches on Nick Jr. on Monday 4th November at 4:00pm

London 2nd October 2013 – Get ready for a new breed of hero, as Nickelodeon introduces ***Paw Patrol***. Formed by six fearless pups led by one boy, they are ready and raring to take on any challenge and save the day. The CG animated, pre-school series bursts onto Nick Jr. with plenty of fun and adventure on **Monday 4th November at 4:00pm**.

Paw Patrol stars 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 and. Ryder has rescued all six pups and leads them on their missions.

The series features a curriculum that focuses on teamwork and problem-solving. *Paw Patrol*, a co-production with Spin Master Entertainment, will air regularly on weekdays at 4:00pm on Nick Jr.

In the *Paw Patrol* series premiere, “Pups and the Kitty-tastrophe/Pups Save a Train,” Ryder and the Paw Patrol rescue a lost kitty from the bay, but who will save them from all the mayhem she causes? Then, Ryder, Rubble, Rocky and Chase must help free Katie and Cali’s train from a rockslide.

The series will be supported online at nickjr.co.uk/pawpatrol, where viewers can download creative, bespoke activities and watch *Paw Patrol* clips. The site will also feature a ‘Friends’ section where users can get to know the Paw Patrol pups.

About 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 Bubble Guppies. 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.

About Spin Master Ltd.

A multi-category children's entertainment company since 1994, Spin Master has been designing, developing, manufacturing and marketing consumer products for children around the world and is recognized as a global growth leader within the toy industry. Spin Master is best known for such popular brands as boy's action phenomena and 2009-2010 Boys Toy of the Year winner Bakugan Battle Brawlers™, and award-winning brands Air Hogs®, Appfinity™, Aquadoodle™, La Dee Da™, Nano Speed™, Spin Master Games™, Tech Deck™, and Zoobles™. The company has also marked an entry into children's media with the launch of Spin Master Entertainment, a subsidiary focusing on the design, development and production of television and other media properties. Spin Master employs over 900 people with offices in Toronto, Los Angeles, London, Paris, Hong Kong, Mexico, Munich, Italy, Spain and central Europe. For additional information please visit: www.spinmaster.com

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