

For Immediate Release



## **BOOM ZAHRAMAY! 23 UK LICENSEES ANNOUNCED FOR NICK JR.'S *SHIMMER AND SHINE***

**London, 11<sup>th</sup> October 2016** - Nickelodeon and Viacom Consumer Products (NVCP) have signed 23 UK license partners for the magical Nick Jr. pre-school series, *Shimmer and Shine*. The 23 license partners cover a wide range of categories with product lines arriving at retail in the coming months.

**Marianne James, VP Commercial Partnerships, Consumer Products and Experiences for Nickelodeon UK & Ireland**, said: "Shimmer and Shine is a brand with huge market potential and it is a key part of our pre-school roster. To launch at retail with so many licensees on board is a true testament to the strength of the property and with the imagination and creativity inherent to the series, I am confident that the results at market will be magical."

As master toy partner, **Fisher-Price** will design and launch basic and deluxe *Shimmer and Shine* dolls and accessories. **Flair** is set for an arts and craft range while **Mega Toys** will manufacture an additional toy offering. **HTI** will look after pocket money toys, novelty toys, music toys and wheeled toys. **Sambro** is on board for pocket money toys, novelty toys, music toys, games, puzzles, stationery and bags. **Rubie's Costume Company** takes control of fancy dress for the brand and **Centum Books** becomes master publisher. **Rainbow Productions** will provide costume characters for the property while **Play by Play Toys & Novelties Europe** will produce amusement plush items.

In the clothing category, **TVM Fashion Lab** has been signed for children's outerwear while **Aykroyd TDP Licensing** take control of children's nightwear and underwear. Socks are set to be produced by **Roy Lowe & Sons** with **CWI Holdings** looking after leisurewear.

**Lightbody** has been signed for *Shimmer and Shine* cakes. **Kokomo** is on board in the health and beauty category, and **Universal** has taken home entertainment. **Character World** has taken on the property for bedding, beds and bedroom accessories with **Spearmark** winning the license for lunch bags, mugs, bed side lamps and lighting. **Dreamtex** will produce wallpaper and wallpaper borders while **Walltastic** have the license for designer wallpaper murals and décor kits. In accessories, **Drew Pearson** is on board for headwear and **William Lamb** for footwear. **Trade Mark Collections** is confirmed as UK partners for bags, umbrellas and luggage.

Nick Jr.'s *Shimmer and Shine* follows Leah, a little girl who wins a genie bottle pendant at a carnival and is surprised to find that her prize comes with a bonus – twin genies. Created by Farnaz Esnaashari-Charmatz (post-production supervisor for *Dora the Explorer* and *Go, Diego, Go!*), the series airs every day on Nick Jr. Online at [nickjr.co.uk](http://nickjr.co.uk), families can discover fun creative activities, find out more about Shimmer and Shine, as well as watch clips from the show.

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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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