



‘BOOM ZAHRAMAY!’ FLY UP AND AWAY WITH NICK JR.’S SPARKLING NEW SERIES SHIMMER AND SHINE

Join the genies divine as they grant wishes in *Shimmer and Shine* on Nick Jr. this November

London, 12th October 2015 – Magical genies come bursting out of their bottle and onto Nick Jr. in new animated series *Shimmer and Shine* launching on **Monday 9th November at 4:30pm** with a week of premieres. The series follows Leah, a human who wins a genie bottle pendant at a carnival and is surprised to find that her prize comes with a bonus – genies Shimmer and Shine.

Shimmer and Shine sees the twin genies grant wishes for their new found friend Leah whenever she is faced with a challenge, however when using their magic they inadvertently create chaos. Leah and the genies must learn from their mistakes – all the while keeping Shimmer and Shine a secret from Leah’s best friend and neighbour Zac.

In the premiere episode "The Sweetest Thing," when making cupcakes for her school bake sale Leah and the genies find themselves stuck with a giant birthday cake, some farm animals and a river of cupcake batter. Leah must finish her cupcakes without any wishes left and avoid having to explain all the craziness to her curious neighbour Zac.

Shimmer and Shine introduces a social-emotional curriculum emphasising the importance of teamwork, resilience and overcoming obstacles. Created by Farnaz Esnaashari-Charmatz (post-production supervisor for *Dora the Explorer* and *Go, Diego, Go*), the series will air Mondays at 4:30pm following the week of premieres.

Online at nickjr.co.uk, parents and children can discover fun creative activities, find out more about *Shimmer and Shine*, as well watch clips from the show.

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 and Friends: Into the City!*, *Peppa Pig*, *Lily’s Driftwood Bay*, *Zack*

& *Quack* 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.

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For more information, images or clips please contact:

Olivia Endersby

Nickelodeon PR Coordinator

olivia.endersby@nickelodeon.co.uk, 0203 580 3124