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NICKELODEON UK DEBUTS NEW ONLINE GAME *SPONGEBOB QUESTPANTS*

SpongeBob QuestPants launches exclusively in the UK today.

Now available to play on - nick.co.uk/questpants

London, Monday 12th January 2015 – Nickelodeon UK today unveils the new online adventure game series, *SpongeBob QuestPants*. The first episode in the series, *The Legend of Dead Eye Gulch*, is now available to play on nick.co.uk/questpants. Compatible with desktop, tablet and mobile devices, *SpongeBob QuestPants* is Nickelodeon UK's most extensive game series, giving fans the opportunity to explore multiple locations within SpongeBob's world and interact with characters from across Bikini Bottom.

In *The Legend of Dead Eye Gulch* game, fans help SpongeBob on his mission to find the lost treasure of Dead Eye Gulch in order to save the Krusty Krab and the secret Krabby Patty recipe, all before Plankton gets his hands on them. Players can explore different locations in Bikini Bottom from the Jellyfish Fields, to Goo Lagoon and the Dead Eye Gulch mine. In the race to find the treasure, players must battle against jellyfish as well as Plankton and his team of evil robots.

As they navigate through Bikini Bottom, players can collect character profiles on the 28 Bikini Bottom residents that they meet throughout the game. They can also discover 'Bikini Booty' - fun facts about the show and store them inside SpongeBob's brain. To enhance gameplay experience, there are four weapons available to players and weapon upgrades can be unlocked using special codes which will be revealed on-air on Nicktoons.

SpongeBob QuestPants has been developed by Nickelodeon UK and digital producers Fish in a Bottle.

"SpongeBob fans have been at the heart of the game's development," said **Suzie Adams, Digital Director, Nickelodeon UK**. "We know that our audience is keen to know about all of the characters in *SpongeBob SquarePants* and we have created *SpongeBob QuestPants* in response to fan feedback; giving them the chance to experience a wealth of characters on a new, more interactive and immersive level."

Following *The Legend of Dead Eye Gulch*, additional games and features will be released as part of the *SpongeBob QuestPants* series throughout year, featuring over 85 interactive characters by the end of



2015. Characters will range from the main *SpongeBob SquarePants* cast to those that have only appeared in one episode of the show.

Funny and full of heart, SpongeBob has grown to be one of the most loved animated TV characters and a global pop culture icon. *SpongeBob SquarePants* airs daily on Nicktoons and is currently the number one programme on the Nickelodeon UK network.

Nickelodeon

The Nickelodeon UK Network is available in 14 million cable and satellite homes and now reaches more than 10 million viewers a month. Launched in 1993, the top-performing Nickelodeon network comprises seven dedicated entertainment channels for kids aged 4-15 and their families: Nickelodeon, Nickelodeon HD, Nickelodeon +1, Nicktoons, Nick Jr., Nick Jr. +1 and Nick Jr. Too. The entertainment company has built a diverse multi-platform business by putting kids first in everything it does – Kids Rule! Content is at the core of the business with critically-acclaimed and hugely-popular television programming from the UK and around the world merging with bespoke content online and a dedicated Nick app, as well as consumer product and recreation opportunities such as the UK's first-ever Nick theme park, Nickelodeon Land.

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