



### **The Entertainer Launches Exclusive Range of Nickelodeon STEM Products**

**19<sup>th</sup> October 2015, Amersham/London;** The Entertainer, the fastest growing multichannel high street toy retailer in the UK, is delighted to announce the launch of an exclusive STEM (science, technology, engineering and mathematics) focused range as part of its recently announced licensed partnership (30<sup>th</sup> September 2015) with Nickelodeon and Viacom Consumer Products (NCVP).

The STEM specific range comprises 14 science kits including 'Nickelodeon Glowing Gunge', 'Nickelodeon Explore The Body' and the 'Nickelodeon Exploding Booms' and is available exclusively in all The Entertainer stores and [www.TheToyShop.com](http://www.TheToyShop.com) from early October. The agreement initially comprises of 26 licensed products in the range.

Supported by extensive PR and marketing activity both in-store, online as well as via PR and consumer-facing events, The Entertainer's objective is to introduce STEM products to families throughout the UK. The range is designed to improve children's spatial awareness, ability in maths and logical thinking. A major priority for the UK curriculum, the understanding of STEM concepts has been identified by the government as integral to the prosperity of the country. The Entertainer is looking to champion the four STEM disciplines and support future generations in developing life-long skills across science and technology, particularly with the associated links of engineering and mathematics.

The Entertainer has created a character for each of the STEM categories to fully engage children and allow them to identify with each of the characters. Kevin Fry the Science Guy is full of natural curiosity about the world around him and is always trying out new experiments in his lab whilst High Tech Hannah has a room full of gadgets and gizmos and is a keen inventor. Suzie Wrench encourages children to get building and loves tinkering in the garage, while Craig Calculus is happiest with his head buried in a bumper book of sums. All the characters will feature in the online marketing activity.

**Rebecca Rees, Head of Marketing & Licensing at The Entertainer**, comments, 'We are delighted to be one of the UK's first toy retailers to introduce STEM specific products to the UK consumer. It is important that parents have the opportunity to purchase toys for their children which help develop key skills and equip them for later life, whilst at the same time giving them the chance to explore and learn more about any of these sectors which are of interest to them. Our website, [www.TheToyShop.com](http://www.TheToyShop.com), will also have a dedicated STEM page with further information to advise parents on the benefits of STEM and to support this we will also introduce STEM via our social media channels using the #whatisSTEM?'

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## **Notes to editors**

The Entertainer was founded by husband and wife team, Gary and Catherine Grant, in 1981. In recent years it has experienced strong growth and as a multichannel retailer it now has 105 high street stores across the UK and a website – [www.TheToyShop.com](http://www.TheToyShop.com) that has over 18 million visits annually.

In September 2015 The Entertainer was awarded 'Best Retailer of Preschool Licensed Products (age group 0-5)' at The Licensing Awards. Now in their tenth year, The Licensing Awards brought together 1,400 retailers, licensees, licensors and suppliers to celebrate the achievements of all aspects of the industry.

In March 2015 The Entertainer was named in 'The Sunday Times 100 Best Companies to Work For', in the first year that the group have taken part. The Entertainer was ranked at number 82, after competing against more than 1,050 other businesses and organisations. The Entertainer was then awarded Specialty Retailer of the Year award at the Oracle Retail Week Awards ceremony which took place on 12th March 2015. It believes strongly in the importance of a positive work life balance and none of its shops open on Sundays allowing all employees to spend quality time with their families.

The Entertainer currently employs over 1,200 people in its stores, this number rises to over 1,900 on the lead up to Christmas, and a further 150 are based at its Head Office in Amersham.

The Entertainer donates 10% of its net annual profit to charity each year as well as encouraging employees to donate a portion of their salary to charity through Workplace Giving. The retailer is also an active member of the Pennies scheme, whereby customers are given the option to donate a few pence to charity at the till-point, on average generating £5,000 of donations each week.

## **Nickelodeon Network**

The home of SpongeBob SquarePants, Teenage Mutant Ninja Turtles and Dora the Explorer, Nickelodeon UK Network is available in over 13 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 as well as 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 and the Nickelodeon Store.