

For immediate release



## COUNTDOWN BEGINS AS NICKELODEON & VIACOM CONSUMER PRODUCTS GET SET TO SEND A TEENAGE MUTANT NINJA TURTLE INTO SPACE

**London, 5<sup>th</sup> February, 2016** Nickelodeon & Viacom Consumer Products (NVCP) are asking UK kids to vote for which **Teenage Mutant Ninja Turtle** they'd like to see sent into the atmosphere to promote season four of the animated series on Nicktoons and the upcoming release of the **Dimension X** action figure range from GP Flair.

From today Turtles fans can vote for *Leonardo: Space Captain*, *Donatello: Space Scientist*, *Raphael: Space Battler* or *Michelangelo: Space Traveler* to take a trip into space. Votes can be made at [Nick.co.uk](http://Nick.co.uk), [Nicktoons.co.uk](http://Nicktoons.co.uk) on **Nick Play** on [Android](#) or [ios](#). Voting will close on 29<sup>th</sup> February with the winning mutant's epic journey recorded and made available online in late March.

"Sending a Turtle into space is a brilliant way to highlight both the new series and the fantastic new line from GP Flair. The success of Turtles products has been metaphorically stratospheric since launch so it is only fitting that we finally get around to literally putting a Turtle into space. My vote is for Mikey," said **Marianne James, VP, Consumer Products UK & Ireland & European Retail Sales & Marketing, Nickelodeon & Viacom Consumer Products.**

Series four of Nickelodeon's hit animated show premieres at **7:30am tomorrow, Saturday 6<sup>th</sup>, February on Nicktoons.** The season will see the Half-Shell Heroes embark on their most epic adventure yet in outer space. The brothers, joined by a cyborg known as Fugitoid (voiced by David Tennant) race against time to save planet Earth, taking on alien creatures intergalactic monsters. New episodes of *Teenage Mutant Ninja Turtles* will air on Nicktoons each Saturday and Sunday at 7:30am across February.

"Fans will be able to vote from all four Dimension X Turtles that are available in our new spring 2016 collection which is already available in toy stores," said **Anne-Marie Noon, Boys' Marketing Manager, GP Flair.** "They come complete with everything they would need for a stellar adventure including space helmets, gravity belts and of course weapons adapted for their new galactic surroundings. The question will be which of them will be chosen for the challenge; I too like Mikey, but it's Leo that gets my vote!"

The latest Turtles figures from Flair Plc, are the most detailed ever with articulation, a special Dimension X theme and suits for all the Turtles. The figures are the perfect replica of the Ninja foursome from the *Teenage Mutant Ninja Turtles* TV series.

The video starring the winning space-bound Ninja will be released to coincide with new episodes of the series in April.

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## **About Nicktoons**

Available in over 13 million homes, Nicktoons showcases the world's best comedy animation. Launched in 2002 and part of the Nickelodeon network of channels, Nicktoons broadcasts the very best in funny cartoons to audiences across the UK and Ireland, featuring top shows such as SpongeBob SquarePants, Teenage Mutant Ninja Turtles, Sanjay and Craig, and Fairly OddParents. More information is available at [nicktoons.co.uk](http://nicktoons.co.uk). Nicktoons is available on Sky 606, Virgin 717 and through BT Vision.

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.

For more information, additional quotes or images, please contact:

Kate Dickson

Communications Director, Nickelodeon UK & Ireland

[kate.dickson@nickelodeon.co.uk](mailto:kate.dickson@nickelodeon.co.uk)

0203 580 3121