



NICKELODEON OPENS ITS DOORS TO FIRST EVER DIGITAL SERIES: *WELCOME TO THE WAYNE*

Expect quirky, crazy and hilarious adventures at the tip of your finger with *Welcome to the Wayne* available on the Nick App, nick.co.uk and nicktoons.co.uk from Monday 22nd December 2014

London, Friday 12th November 2014 – Nickelodeon UK is to launch its first animated series developed and produced exclusively for digital platforms. *Welcome to the Wayne* will be available on the **Nick App**, nick.co.uk and nicktoons.co.uk from **Monday 22nd December 2014**. The show follows the secret adventures of two 10-year-old boys, Olly Timbers and Ansi Molina, as they discover their way around their curiously quirky apartment building.

Welcome to the Wayne sees Olly and Ansi's budding friendship develop, all the while they discover the bizarre world of The Wayne and it's rather unique tenants. The series follows the boys as they battle through out-of-the-ordinary adventures and close encounters with the Spy from apartment 8-I.

The new short-form series is comprised of six 5-to-7 minute episodes created by Emmy Award-winning writer and composer Billy Lopez (*Phineas and Ferb*). Each week a new episode will premiere exclusively on nick.co.uk, nicktoons.co.uk and the Nick App.

Since its launch the Nick App has been downloaded over 220,000 times in the UK. The free app gives Nick fans the chance to explore Nickelodeon shows, view exclusive content, photos and play brand new games. The Nick App has no in-app purchases and is available on iOS and android.

Nickelodeon Network

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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