

Trade News release

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Nickelodeon UK and intu team up to slime-ulate shoppers

London, 9th February 2018, Kids entertainment brand Nickelodeon and shopping centre owner intu are collaborating for a major slime related activation involving a specially created slime-ulator which will be touring intu shopping centres in the UK.

Being slimed by Nickelodeon is the ultimate badge of honour and the physical embodiment of the playful and unconventional nature of the kids brand. Nickelodeon and intu are now offering kids the chance to be slimed. The slime-ulator machine will be touring 13 of intu's UK shopping destinations for a limited period from Saturday 24th March – Sunday 15th April.

All intu shopping centres including intu Trafford Centre, intu Lakeside and intu Metrocentre will also host a range of free slime-themed activities. Attendees will be able to customise slime at dedicated play stations, get slime tattoos, doodle on a giant slime colouring wall as well as capture and share photos at a slime photo booth. One family will also have the chance to win a VIP family ticket to Nickelodeon's SLIMEFEST 2018 which takes place later this year in Blackpool.

Roger Binks, Customer Experience Director at intu, said: "We're looking to replicate the success of last Easter's campaign with Nickelodeon when 8,000 people registered to meet PAW Patrol at intu centres and 180,000 people visited intu's event pages."

"We'll be drawing even bigger crowds to our centres and online this year with a whole range of fun, free, messy experiences that will drive up dwell-time and footfall for our retailers by making every intu centre a must-visit destination over the school holidays."

Mark Kingston, SVP Nickelodeon and Viacom Consumer Products at Nickelodeon said: "Slime is this year's big kids trend and Nickelodeon is looking forward to bringing the fun associated with the green substance to kids at intu shopping centres across the UK."

The campaign follows the success of previous years' collaborations between Nickelodeon and intu which has seen the retail destination host experiences featuring SpongeBob SquarePants and PAW Patrol's Chase and Marshall.

For more information on how to be in with the chance of getting slimed at a local intu centre and the SLIMEFEST competition – please visit intu.co.uk/easter.

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Notes to editors

The slime-ulator will be visiting:

intu Uxbridge	Sat 24th March
intu Milton Keynes	Mon 26th March
intu Derby	Wed 28th March
intu Potteries	Fri 30th March
intu Trafford Centre	Sat 31st March
intu Eldon Square	Mon 2nd April
intu Braehead	Wed 4th April
intu Metrocentre	Fri 6th April
intu Victoria Centre	Sun 8th April
intu Merryhill	Tues 10th April
intu Chapelfield	Thurs 12th April
intu Lakeside	Sat 14th April
intu Watford	Sun 15th April

About intu

intu is the UK's leading owner, manager and developer of prime regional shopping centres with a growing presence in Spain. We are passionate about creating uniquely compelling experiences, in centre and online, that attract customers, delivering enhanced footfall, dwell time and loyalty.

We own many of the UK's largest and most popular retail destinations with super regional centres such as intu Trafford Centre and intu Lakeside and vibrant city centre locations from Newcastle to Watford.

We are committed to our local communities, our centres support over 120,000 jobs representing about 3% of the total UK retail workforce, and to operating with environmental responsibility.

Nickelodeon Network

The home of *SpongeBob SquarePants*, *Teenage Mutant Ninja Turtles*, *PAW Patrol* and *Nella the Princess Knight*, Nickelodeon UK & Ireland 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. In addition to the quality television programmes, Nickelodeon also produces bespoke content available online and on Nick Play, as well as consumer product and recreation opportunities such as the UK's first-ever Nick theme park, Nickelodeon Land and the messiest music festival for kids, SLIMEFEST.