

19 UK LICENSEES ANNOUNCED FOR JOJO SIWA



London, 9th October, 2017 - Nickelodeon and Viacom Consumer Products (NVCP) have signed 19 UK license partners for 14-year-old singer, dancer, performer and social media influencer JoJo Siwa. The 19 partners cover a wide range of categories with initial product lines in stores now and further lines to launch in the lead up to Christmas. More agreements are at the contracting stage with NVCP hoping to announce over 20 JoJo licensees by the end of the year.

Marianne James, VP Commercial Partnerships, Consumer Products and Experiences for Nickelodeon UK & Ireland, said: "JoJo is a true phenomenon here in the UK and to have so many license partners on board is a testament not only to her popularity, but the scope of her fun, colourful, bow-tastic brand that lends itself perfectly to a wide range of consumer products. The demand for all things JoJo only gets greater and we're looking forward to announcing even more licensees soon."

Just Play (distributed by Flair) are doing dolls, role play and plush whilst **Spin Master** are on board for creative play, **Cardinal** have puzzles and games with **Sambro** across role play, creative play, accessories, footwear, arts & craft, stationary and social expressions.

Worlds Apart will license consumer electronics and furniture and **HTI** have signed for role play cosmetics and consumer electronics, **Kokomo** will manufacture health and beauty with **Imagine 8** for accessories. **Kid Designs** take on consumer electronics whilst **Addo** sign on for plush and health and beauty with their line at The Entertainer.

Danilo are licensed for stationary and social expressions, **HER** and **Scaredoo** will generate accessories and **Rubies** will be looking after costumes, with **Centum** across publishing.

Cooneen and Misirili will make nightwear and essentials, **Smith & Brooks** are set to create fashion apparel, **Character World** are producing bedding and **Merchmaker** are signed for on-demand brand merchandise.

All the NVCP/JoJo licensed products will be available from top UK retailers including grocers, toys and fashion.

After quickly realising she had a love for dance at age two, Siwa began taking classes in Tap, Jazz, Hip Hop and Ballet and featured in the number one Lifetime show, 'Dance Moms.' Off screen, Siwa connects with her

fans in several different ways: through social media, where she currently has over 5.9 million followers on Instagram, 11.4 million followers on Musical.ly, 282,000 Twitter followers and 654 million views on her YouTube channel; through her SIWANATOR club which stands against negativity and bullying; through her varied line of consumer products; and with her single, “Boomerang,” which has been viewed more than 290 million times.

Nickelodeon has a successful relationship with the teen sensation, in addition to the extensive global consumer product range; JoJo will be in the UK from 21st – 23rd October performing at all six **SLIMEFEST** shows across the weekend in Blackpool, alongside Diversity, Pixie Lott, The Vamps, 5 After Midnight, Matt Terry and more. The show will be broadcast on Friday 3rd November at 5pm on Nickelodeon. Families can visit nick.co.uk/slimefest for more information. On air, Siwa was most recently featured in her own docu-style special, **JoJo Siwa: My World**, Nickelodeon’s **Sizzling Summer Camp Special** and will star alongside Henry Danger’s Jace Norman in the Nickelodeon TV movie **Inside Voice** in 2018.

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About Nickelodeon

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.

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