

For Immediate Release



## WE WISH YOU A MERRY NICK-MAS!

### Top Nickelodeon Holiday Toy Offering Includes SpongeBob, Teenage Mutant Ninja Turtles, Dora, and More

London, 16<sup>th</sup> August, 2012 – **Nickelodeon** is set to delight UK families this Christmas with a selection of toys for preschoolers as well as boys and girls of all ages. Featuring products from partners including LEGO, Fisher Price, Spin Master and JAKKS Pacific, Nickelodeon has selected the top toys which are sure to be at the top of wish lists this Christmas. This line up spans the most beloved Nickelodeon properties as well as the brand new *Teenage Mutant Ninja Turtles* which premieres on Nickelodeon this October.



#### **SpongeBob SquarePants**

For the *SpongeBob SquarePants* fan, Nickelodeon and **LEGO** have teamed up to offer four Bikini Bottom build sets (£13.99 - £49.99)\*, the sets include figures of SpongeBob and best friend, Patrick in locations such as **Glove World** (£18.99) and the ghost ship, **The Flying Dutchman** (£24.99).

SpongeBob is a sponge full of smiles and sniggers with the **SpongeBob Joke Teller** (£34.99) from **IMC**. The plush toy lights up as SpongeBob tells jokes and sings the programme's unmistakable theme song.

From **Simba**, the **SpongeBob Krusty Krab Playset** (£49.99) and the **SpongeBob Pirate Boat** (£24.99) feature the irrepressible SpongeBob and friends in favourite Bikini Bottom locations.



### **Dora the Explorer**

The seven-year-old heroine, Nick Jr.'s ***Dora the Explorer***, comes to families this Christmas with the **Dive and Swim Mermaid Dora** (£20) from **Fisher Price**. The doll can dive off the side of the tub into the water then turn onto her back for a swim as well as push against the tub wall and swim with a push of her fin. Also from Fisher Price, the new **Dora the Explorer Playtime Together Collection** (£5- £37) features figures and play sets that bring to life all the experiences and journeys from favourite Dora the Explorer episodes.



### **Winx Club**

The magic of the ***Winx Club*** fairies could be under the tree in the form of two doll lines from **JAKKS Pacific**. Bloom, Stella, Flora, Tecna, Musa and Aisha are available as **Winx Deluxe Believix Dolls** (£19.99). Each doll features a pair of sparkly Believix wings that allows for the magical transformation from girl to fairy.



### **Victorious**

The **Victorious Electric Guitar Combo Set** (£59.99) from **Character Options** is set to rock the festive season. The 31 inch guitar has real steel strings, a mic and an amp.

From **Spin Master**, the **Tori Doll** (£14.99) captures the likeness and style of the hit show's heroine, Tori Vega, while the **Victorious Singing Doll** (£24.99) also features the voice of the character as she sings the show's main theme.



### **Teenage Mutant Ninja Turtles**

The first of the **Teenage Mutant Ninja Turtles** (£9.99) action figures are released just in time for Christmas. From **Flair**, figures are available of Leonardo, Donatello, Raphael and Michelangelo, as well as vehicles and role play items (£9.99-£34.99). The range also includes the **Turtles Secret Sewer Lair** play set (£99.99) standing at 1.2m tall.



In addition to the tremendous toy offering for children, there are also a few Nickelodeon items for big kids that might be of interest to the gift giver looking to give their adult loved ones something special. George at Asda is going to be giving torsos 'Turtle-Power' with a retro *Teenage Mutant Ninja Turtles* t-shirts featuring Leonardo (£7). The retailer will also be offering seasonal adult sleepwear including pyjamas and slippers featuring SpongeBob SquarePants (£6-£10).

For the discerning SpongeBob fan, Nickelodeon has partnered with renowned English Jeweller Longmire – the cufflinks connoisseur - to produce a pair of exceptional SpongeBob SquarePants and his best friend, Patrick Star exclusive cufflinks set which will retail for £7,200. The exclusive high-end, handmade cufflinks will be sold in the UK via the Longmire flagship store in Bond Street and feature exquisitely cut yellow agate, white chalcedony, coral and onyx, all on an 18k white gold backing.

#### About Nickelodeon

Nickelodeon is the number one commercial kids TV network in the UK. Launched in 1993, it comprises seven dedicated award-winning entertainment channels for kids aged 2-12: Nickelodeon, Nickelodeon HD, Nick Replay, Nicktoons, Nicktoons Replay, Nick Jr., and Nick Jr. 2. The Nickelodeon network now reaches more than 10 million viewers a month and is available in 12.7 million cable and satellite homes.

The company has built a diverse multi-platform business by putting kids first in everything it does and includes critically acclaimed and hugely popular television programming and production in the UK and around the world, plus consumer products, online, events, recreation and feature films.

Nickelodeon is available on Sky 604, Virgin 712 and TalkTalk channel 315.

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Notes to Editors:

#### The 2012 Christmas Gift Guide:

##### **SpongeBob SquarePants**

• LEGO	SpongeBob SquarePants Bikini Bottom Undersea Party	£49.99
• LEGO	SpongeBob SquarePants The Flying Dutchman	£24.99
• LEGO	SpongeBob SquarePants Glove World	£18.99
• LEGO	SpongeBob SquarePants Heroic Heroes of the Deep	£13.99
• IMC	SpongeBob Joke Teller	£34.99
• Simba	SpongeBob SquarePants Pirate Ship	£24.99
• Simba	SpongeBob SquarePants Krusty Krab Playset	£49.99

**Dora the Explorer**

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|----------------|------------------------------|------------------|
| • Fisher Price | Dive and Swim Mermaid Dora   | £20.00           |
| • Fisher Price | Playtime Together Collection | £5:00-<br>£37:00 |

**Winx Club**

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|---------|---------------------------|--------|
| • Jakks | Winx Deluxe Believix Doll | £19.99 |
| • Jakks | Winx Transformation Doll  | £29.99 |

**Victorious**

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|---------------------|--------------------------------------|--------|
| • Character Options | Victorious Electric Guitar Combo Set | £59.99 |
| • Spin Master       | Tori Doll                            | £14.99 |
| • Spin Master       | Victorious Singing Doll              | £24.99 |

**Teenage Mutant Ninja Turtles**

- |         |                            |        |
|---------|----------------------------|--------|
| • Flair | Basic action figure        | £9.99  |
| • Flair | Secret Sewer Lair Play Set | £99.99 |

\*All prices RRP unless stated otherwise.

Additional images, plus toy samples available upon request.