

# Nickelodeon Rolls out New *Blaze and the Monster Machines* Content across TV, Digital and More for Month of May

Nick Debuts "Dragon Island Duel" TV Special May 25 at 11 a.m. (ET/PT),

Launches Dedicated Online Game, App Update and All-New Consumer Products Line

Inspired by Hit Preschool STEM Curriculum Series

NEW YORK--(BUSINESS WIRE)-- It's monster machine mayhem in May as Nickelodeon launches a month of brand-new [Blaze and the Monster Machines](#) content across multiple screens, including: "Dragon Island Duel" on Monday, May 25; a companion [NickJr.com](#) game; and a Blaze app update. Also, May marks the launch of an all-new toy line inspired by the hit preschool series. *Blaze and the Monster Machines* follows the adventures of the amazing monster truck Blaze and his eight-year-old driver AJ, and it's the first preschool show on TV to comprehensively cover all areas of STEM (Science, Technology, Engineering, Math) in every episode. In 1Q15, *Blaze* was the number-two preschool series in Live+7 with posted increases of 64% behind Nick's own *PAW Patrol* and it currently ranks as the number-one preschool show in its time period on all TV.



Caption: A.J., Blaze and Crusher in *Blaze and the Monster Machines* "Dragon Island Duel" on Nickelodeon. Photo: Nickelodeon. ©2015 Viacom International, Inc. All Rights Reserved.

one on the Kids and Education charts, introduces preschoolers to STEM concepts as they race along preset courses or build their own tracks, encouraging children to apply critical thinking skills and explore scientific principles including acceleration, adhesion, force, friction and more.

On [www.nickjr.com](#), Nickelodeon's award-winning website, preschoolers can play the brand-new "Dragon Island Race" game beginning May 8. Kids must help Blaze get past all of the obstacles in his path as he races Crusher to the top of Mount Dragon. [NickJr.com](#) and the Nick Jr. App will also feature a five-minute exclusive first look at "Dragon Island Duel" from May 18-25.

Nickelodeon and Fisher-Price, a subsidiary of Mattel Inc., recently launched an all-new toy line based on *Blaze and the Monster Machines* that is available at select retailers starting May with a full nationwide rollout in August. The highly anticipated toy lineup includes a die cast collection, talking and transforming vehicles, playsets and plush that are as fun and dynamic as the characters featured in the series.

In *Blaze and the Monster Machines*, the amazing monster truck Blaze and his eight-year-old driver AJ have adventures that explore the physics of how things move; tackle problems through scientific inquiry and mathematics; and discover the parts needed to make everyday technologies work. Each action-packed episode is filled with monster trucks, physical humor and upbeat original songs with lyrics that highlight a STEM concept such as adhesion, friction, force, trajectory and magnetism. The series, created by Jeff Borkin (*Team Umizoomi* head writer) and Ellen Martin (*Bubble Guppies* supervising producer), airs

In "Dragon Island Duel," premiering at 11 a.m. (ET/PT) on May 25, Blaze and Crusher go up against each other in a one-on-one high stakes race to the top of Mount Dragon. Although it's one of the toughest races their team has ever faced, best friends Blaze and AJ know they have what it takes to beat Crusher--the unstoppable power of friendship! Despite Crusher's attempt to cheat and trap Blaze in a cave far off the course before the race begins, AJ manages to free his best friend while overcoming larger-than-life obstacles along the way. Crusher tries to cheat one last time along the route, but Blaze and AJ prove no one can beat best friends by winning the race in a thrilling finale. Throughout the half-hour special, preschoolers will be introduced to the STEM concept of investigation.

Beginning May 7, the *Blaze and the Monster Machines* app will offer users the ability to help Blaze and AJ compete on all-new jungle tracks when they purchase the Dragon Island location. Kids will be able to race against Stripes and watch out for Crusher's new obstacles like his coconut and banana launchers. The app, which debuted at number-

weekdays at 1:30 p.m. (ET/PT) on Nickelodeon.

Nickelodeon, now in its 36<sup>th</sup> year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 20 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ:VIA, VIAB).

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