

May 17, 2016

Nickelodeon Grants Preschoolers' Wishes with Brand-New Shimmer and Shine Content Launching across TV, Digital and More This Summer

**Nick Debuts Second Season on Wednesday, June 15, at 12 p.m. (ET/PT),
Launches Dedicated Online Game, App Update and All-New Consumer Products Line
Inspired by Hit Preschool Animated Series**

*High-res key art available at Nickpress.com

NEW YORK--(BUSINESS WIRE)-- It will be a magical summer for preschoolers as Nickelodeon launches brand-new [Shimmer and Shine](http://ShimmerandShine.com) content on every platform including: the season two premiere on Wednesday, June 15, at 12 p.m. (ET/PT) with back-to-back episodes; a brand-new companion NickJr.com game; and *Shimmer and Shine* app update. The first-ever consumer products line inspired by the hit animated preschool show will also debut nationwide in July. *Shimmer and Shine* follows the adventures of twin genies-in-training, Shimmer and Shine, and features a social-emotional curriculum highlighting the importance of teamwork, resilience and overcoming obstacles. The series is currently the number-one preschool show in its time period on all TV and new episodes will continue to roll out throughout the summer. *Shimmer and Shine* airs regularly at 12 p.m. (ET/PT) on Nickelodeon, the top network for preschoolers and kids 2-11.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20160517006163/en/>



Season two of *Shimmer and Shine* features an all-new vibrant look with CG animation and, for the first time ever takes place entirely in the exciting genie world of Zahramay Falls. In the new episodes, Shimmer and Shine embark on more magical adventures with their human best friend Leah and encounter brand-new characters including: Zeta (Lacey Chabert, *Party of Five*, *Mean Girls*), a power-hungry sorceress who uses potions and spells to scheme against the genies; Nazboo, Zeta's loyal pet dragon; Samira, a kind genie princess; Roya, Samira's beautiful pet peacock; and Kaz, Zac's new genie and friend.

In the season two premiere, "Welcome to Zahramay Falls," premiering Wednesday, June 15, at 12 p.m. (ET/PT), Shimmer and Shine receive a special Green Burst Gem from Princess Samira and bring it into the human world. The evil sorceress Zeta uses magic to steal the gem, but her spell goes awry and pulls Leah and Zac into Zahramay Falls. In "All Bottled Up / Zoom Zahramay," premiering at 12:30 p.m. (ET/PT), Shimmer and Shine are trapped in a genie bottle and need Leah's help to escape. The three friends also try to beat Zeta in a magic carpet ride race to win the magical Racing Gem.

On Wednesday, June 8, Nickelodeon will pre-release "Welcome to Zahramay Falls" on NickJr.com, the Nick Jr. App, VOD and across select digital platforms. Additionally, NickJr.com and the Nick Jr. App will air exclusive two-minute looks from season two. Additionally, on Monday, May 30, NickJr.com will launch the *Shimmer and Shine*: Genie-rific Creations, a game that allows preschoolers to

Nickelodeon's *Shimmer and Shine* (Photo: Business Wire)

work with Shimmer and Shine to design their own unique genie. Users can customize their genie by choosing different hair styles and outfits, selecting an animal for a pet and creating a special genie palace.

The *Shimmer and Shine Enchanted Carpet Ride* App will be updated to incorporate the magic of the genie gems into the magic carpet ride experience. The app helps teach preschoolers basic math concepts, shapes, patterns and symmetry as they explore Zahramay Falls. At launch, the app ranked #2 overall in the Educational Apps category on iTunes and in the top 10 overall in the U.S. *Shimmer and Shine Enchanted Carpet Ride* is available now on the App Store for iPhone, iPad, and iPod touch, Android, Google Play and Amazon.

In the toy aisle, Nickelodeon and Fisher-Price[®], a leader in early childhood development and one of Mattel, Inc.'s leading brands, will debut the first-ever *Shimmer and Shine* line nationwide in July. The collection includes basic and deluxe doll assortment and accessories; feature dolls such as Shimmer and Shine Wish & Spin and Shimmer and Shine Magic Flying Carpet. Additional consumer products will include apparel, publishing, home décor, accessories and more.

Shimmer and Shine follows the madcap, magical adventures of genie-in-training twin sisters Shimmer and Shine and their human best friend, Leah. No matter what kind of trouble comes their way, the three friends show preschoolers that persistence and resilience always save the day. The series is created by Farnaz Esnaashari-Charmatz (post-production supervisor for [Dora the Explorer](#), *Go, Diego, Go*) and produced at Nickelodeon Animation Studios in Burbank, Calif.

Nickelodeon, now in its 37th 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 90 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).

#

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20160517006163/en/>

Nickelodeon
Leslie Byxbee, 212-846-6914
Leslie.Byxbee@nick.com

Source: Nickelodeon

News Provided by Acquire Media