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Nickelodeon's PAW Patrol Is On a Roll With First-Ever Live Tour!

***PAW Patrol Live!: Race to the Rescue*, International Tour to Be Produced in Partnership With VStar Entertainment Group, to Visit 90 Cities Across the U.S., Canada and Mexico Beginning October 2016**

NEW YORK--(BUSINESS WIRE)-- Nickelodeon announced today that the top-rated preschool series, *PAW Patrol*, is hitting the road with its first-ever live stage show, *PAW Patrol Live!: Race to the Rescue*. Presented by Nickelodeon and VStar Entertainment Group, the international touring production will feature characters from the hit animated series, produced by Spin Master Entertainment, and visit more than 90 cities across the United States, Canada and Mexico, beginning October 2016. *PAW Patrol Live!: Race to the Rescue* stops and ticket sale information will be announced later this spring at www.pawpatrollive.com.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160412006063/en/>



"*PAW Patrol Live!* will be an exciting extension of our top-rated, CG-animated TV series for preschoolers," said Gerald Raines, Senior Vice President, Global Recreation, Nickelodeon. "Chase and the pack of the show's beloved characters will take audiences along on their heroic adventures, challenging their imaginations and senses while teaching the importance of teamwork."

"We're delighted to partner with Nickelodeon to bring the *PAW Patrol Live!* experience to fans across the U.S., Canada and Mexico," said Eric Grilly, CEO, VStar Entertainment Group. "This is the first time we've had the honor to work with the Nickelodeon brand on a live tour. We look forward to the opportunity to bring our expertise to this show, and are excited to showcase the strength of our two entities in a production that's certain to engage with audience members of all ages," said Grilly.

It's the day of the Great Race between Adventure Bay's Mayor Goodway and Foggy Bottom's Mayor Humdinger, but Mayor Goodway is nowhere to be found. PAW Patrol to the rescue! Their mission is to rescue Mayor Goodway and help her to finish the race. Using each of their unique skills and teamwork, the pups make several heroic rescues on their race to the finish line.

Nickelodeon's *PAW Patrol* animated series stars a pack of heroic rescue pups-Chase, Marshall, Rocky, Rubble, Zuma, Skye and the newest pup Everest-who are led by a tech-savvy boy named Ryder. Together they work hard to show the people of Adventure Bay that "no job is too big, no pup is too small!" Produced by Spin Master Entertainment, the series features a curriculum that focuses on citizenship, social skills and problem-solving. *PAW Patrol* is the number-one preschool series on Nickelodeon and airs weekdays at 12 p.m. (ET/PT).

PAW Patrol Live!: Race to the Rescue tour is produced by VStar Entertainment Group, which over the past 35 years has produced multiple hit family-friendly, live theatrical tours including *Sesame Street Live*, *Curious George Live* and *Hello Kitty's Supercute Friendship Festival*.

[VStar Entertainment Group](#) is one of the nation's leading multi-concept media and entertainment platforms and producer of family-friendly consumer shows and events, with an extensive background presenting and promoting more than 36,000 performances worldwide over the past 35 years. VStar Entertainment Group was founded in 2015 following an acquisition of VEE Corporation, one of the most experienced and respected names in family-friendly entertainment, and Blue Star Media, a leader in event production and promotion. VStar Entertainment Group also provides turnkey, in-house solutions for agencies, brands, corporations and marketing experts serving the event, sports and experiential industries. For more

information, including current touring shows and a complete list of service offerings, please visit www.VStarEntertainment.com.

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 almost 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).

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