

Nickelodeon Takes World's Most Beloved Explorer on Her Biggest Adventure Yet with Brand-New Preschool Series *Dora and Friends: Into the City!* Debuting in Primetime Monday, Aug. 18, at 8 p.m. (ET/PT)

*(Screeners available upon request; artwork available at nickpress.com)

NEW YORK--(BUSINESS WIRE)-- Global phenomenon Dora sets off on her next big adventure in [Dora and Friends: Into the City!](#), a brand-new animated preschool series starring the Latina heroine in new adventures, with new friends and a new interactive curriculum, premiering in primetime [Monday, Aug. 18, at 8:00 p.m. \(ET/PT\) on Nickelodeon](#). The half-hour series (20 episodes) features the iconic character Dora living in a city, attending school and at the center of a peer group that works together to give back to the community--having both real-life and magical adventures along the way. Created by Chris Gifford and Valerie Walsh Valdes (*Dora the Explorer*, *Go, Diego, Go!*), the series will regularly air weekdays during the preschool block on Nickelodeon. The *Dora the Explorer* series, which after 14 years remains the most-watched preschool show on TV, will continue to air.

"*Dora and Friends: Into the City!* expands on Dora's legacy of being a compassionate leader, friend and role model, in a setting where she can have dynamic peer relationships and experience the world around her in new and exciting ways," said Teri Weiss, Executive Vice President, Nickelodeon Preschool. "Preschoolers will explore with their favorite pal Dora and her friends while developing interpersonal skills and a sense of community that will help them navigate new social situations like starting school and making friends. And, of course, learn Spanish along the way."

Developed with the support of educational experts and tested by preschoolers themselves, *Dora and Friends* is set to a contemporary soundtrack of Latin-influenced pop music and features an interactive curriculum focusing on community service, problem solving, emotional skills, Spanish language and Latino culture.

Set in the fictional city of Playa Verde, Dora and her friends go on adventures, whether it's rescuing a lost stuffed monkey for a little boy in the hospital or returning a ring to an ancient Mayan Princess. Throughout her journeys, Dora uses Map App on her smartphone and a magical charm bracelet to navigate the city and overcome any obstacle. In the new series, Dora continues to be a good friend, leader, and problem-solver with a group of new friends--Kate, Naiya, Emma, Alana and Pablo--who share her passion for learning and exploring.

Meet Dora's new friends:

- Kate--an avid reader who is dramatic and artistic.
- Naiya--a smart girl who excels at math and science.
- Emma--an accomplished musician with a drive to be the best.
- Alana--an athletic, confident soccer player and animal lover.
- Pablo--a smart, playful, energetic athlete and explorer.

At [Dora and Friends](#) on Nickelodeon's award-winning website, NickJr.com, kids and parents can learn about the show, download and print ebooks and print [Dora and Friends coloring pages](#). Plus, kids can play [Dora and Friends games](#), including the new "[Dora and Friends It's Concert Day](#)" game, where they meet Dora's new friends, discover her city and help everyone get ready for a big concert. The series premiere episode will be on NickJr.com, as well as available for streaming and download on iTunes, Amazon, Xbox, Sony, Vudu, Nook and Fios Flex View the day after air.

Dora and Friends will begin rolling out on Nickelodeon's international channels this fall.

Nickelodeon has teamed up with Fisher-Price to expand the Dora franchise with interactive dolls, playsets and accessories that will hit the market beginning in August. Additionally, Nickelodeon has signed more than 130 new licensees across apparel, publishing, home goods, electronics and specialty categories, with products set to launch this fall into early 2015.

Nickelodeon Preschool is "the smart place to play," with a legacy of providing educational and entertaining programming that empowers kids to learn while they play. Through the years, Nickelodeon Preschool has consistently created highly engaging, age-appropriate, educational and innovative shows like *Blue's Clues*, *Dora the Explorer*, *Team Umizoomi*, *Bubble Guppies* and *Wallykazam!*. Educational consultants are used to develop a deep, unique curriculum for each show and storybook versions of every episode are tested with kids to ensure quality. The content is available on TV, online, mobile, and tablets, allowing kids to interact with and learn from their favorite characters across multiple platforms.

Nickelodeon, now in its 35th 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 19 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, VIA.B).

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