

## Nickelodeon Launches *Blaze and the Monster Machines*, Brand-New Preschool Series Supercharged with STEM Curriculum, Monday, Oct. 13, at 12 p.m. (ET/PT)

**New Interactive Animated Series Dedicated to Science, Technology, Engineering and Math Debuts with Hour-Long TV Movie**

NEW YORK--(BUSINESS WIRE)-- Building upon its legacy of providing curriculum-enriched preschool programming, [Nickelodeon](http://www.nickjr.com) will introduce viewers to the exciting world of Science, Technology, Engineering and Math (STEM) with the hour-long premiere of the brand-new, interactive animated series, *Blaze and the Monster Machines*, on Monday, Oct. 13, at 12:00 p.m. (ET/PT). The first preschool show on TV to comprehensively cover all areas of STEM in every episode, *Blaze and the Monster Machines* follows the amazing monster truck Blaze and his eight-year-old driver AJ.



Together, Blaze and 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 is created by Jeff Borkin (*Team Umizoomi* head writer) and Ellen Martin (*Bubble Guppies* supervising producer).

"*Blaze and the Monster Machines* is unlike any other preschool show on TV because of its rich interactive curriculum focused entirely on STEM," says Teri Weiss, EVP of Production and Development, Nickelodeon Preschool. "*Blaze* gets children excited about STEM by encouraging their curiosity about how things work, which will help them get ready for school and their future in today's high-tech world."

AJ and Blaze (from L to R) in Nickelodeon's animated preschool series *Blaze and the Monster Machines*. (Photo: Business Wire)

City. When Crusher, a troublemaker truck, uses his dirty tricks to try to win the championship race, Blaze does everything he can to help his friends and beat him to the finish line. Throughout the adventure, preschoolers will be introduced to STEM concepts including buoyancy and trajectory. The series launch will be followed by three weeks of premieres in its regular timeslot at 12:30 p.m. (ET/PT) on Nickelodeon.

In the hour-long series premiere, "Blaze of Glory," Blaze and AJ are introduced to a world of racing monster machines in the town of Axle

Meet the *Blaze* characters:

- **Blaze**-Blaze is Axle City's greatest hero and its number-one racer! He knows everything about science, technology, engineering, and math.
- **AJ**-Blaze's pal and driver. He's a technology expert who knows all about different machines and how they work.
- **Crusher**-Blaze's biggest rival, Crusher, is a tractor-trailer that will do anything to beat the other racers to the finish line.
- **Pickle**-Crusher's over-enthusiastic and underappreciated sidekick.
- **Gabby**-Mechanic with serious monster truck know-how.
- **Darlington**-Ultimate showman who loves to dazzle with amazing tricks and stunts.
- **Stripes**-Impetuous tiger truck who is always ready for action.
- **Starla**-Hootin', hollerin' cowgirl Monster Machine.
- **Zeg**-Part monster machine, part triceratops, Zeg is Blaze's best prehistoric pal.

Nickelodeon's award-winning website, [www.nickjr.com](http://www.nickjr.com), will feature a *Blaze and the Monster Machines* site where kids and

parents can watch music videos, download coloring pages, activity packs, posters and trading cards. The series premiere episode will be available on the site beginning Oct. 14 and the brand-new game, *Blaze to the Rescue*, will launch on Oct. 16.

*Blaze and the Monster Machines* will roll out on Nickelodeon channels internationally in early 2015.

Nickelodeon, now in its 35<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 almost 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).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141001006019/en/>

Nickelodeon  
Heather Brown, 212-846-6240  
[Heather.Brown@nick.com](mailto:Heather.Brown@nick.com)  
Maggie Wang, 212-846-6381  
[Maggie.Wang@nick.com](mailto:Maggie.Wang@nick.com)

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