

One Good Bird Seeks to Break the Rules in Nickelodeon's Brand-New Animated Series *Harvey Beaks* Premiering Sunday, March 29, At 7:00PM (ET/PT)

Creator C.H. Greenblatt Brings Funny, Heartfelt Series to Life

BURBANK, Calif.--(BUSINESS WIRE)-- A mild-mannered bird and his two wild best friends embark on a series of hilarious adventures in Nickelodeon's brand-new animated series *Harvey Beaks*, debuting Sunday, March 29, at 7:00p.m. (ET/PT). This 26-episode series, created and executive produced by C.H. Greenblatt (*Chowder*), tells the story of the unlikely friendship between Harvey, a kid who's never broken the rules, and Fee and Foo, his two friends who've never lived by any. Viewers can catch a special first-look of the series, produced by Nickelodeon Animation Studios in Burbank, Calif., Saturday, March 28, at 9:30p.m. (ET/PT) immediately following the 2015 Kids' Choice Awards. *Harvey Beaks* will roll out on Nickelodeon's international channels beginning this summer.



Set in a magical forest, this new series follows one sweet bird on his mission to experience wild adventures with the help of his two best friends. Harvey, Fee and Foo's connection only grows stronger throughout the series as they push each other into endless fun. In the special first-look "Pe-Choo!", in order to have an awesome time at the lake, Harvey has to do the one thing that's the hardest for him-get in really big trouble.

On Sunday, March 29, at 7:00p.m. (ET/PT), the series will launch in its regular timeslot with "The Spitting Tree." Spitting from the highest tree in Littlebark is fun until the kids realize they can't get back down. An encore of "Pe-Choo!" will immediately follow.

"Carl Greenblatt's very funny and heart-warming stories fit directly in with Nickelodeon's DNA and sensibilities," said Russell Hicks, President of Content Development and Production, Nickelodeon. "In *Harvey Beaks*,

viewers have the opportunity to discover the joys, triumphs and fears of growing up through thoughtful characters who push their limits and step out of their personal comfort zones."

Viewers can visit the *Harvey Beaks* page on Nick.com and the Nick App to learn more about the show and its characters, get a behind-the-scenes look at the series and play new games beginning March 26, including "Harvey Beaks Pe-Choo!" and take the quiz "Which Character Are You?". Episodes of *Harvey Beaks* will be available on Nick.com and the Nick App, along with platforms including iTunes, Amazon, Xbox, Google Play, Vudu, Playstation, Hulu and VOD.

Greenblatt began his career in animation as a storyboard artist and writer on Nickelodeon's *SpongeBob SquarePants*. He created and executive produced *Chowder* and was a storyboard artist and writer for *The Grim Adventures of Billy & Mandy* at Cartoon Network. He also directed his own version of the character Deadman for DC Nation shorts.

Visit <http://nickpress-harveybeaks.com/> for more information.

About Nickelodeon

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 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, VIA.B).

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