

## “Everything’s Back to Norman”: Nickelodeon and Paramount Players to Bring Rugrats Back for the Next Generation of Kids with an All-New TV Series and Feature Film

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*Rugrats Movie and Brand-New, Original 26-Episode TV Series Will Feature Everyone’s Favorite Talking Babies in All-New Adventures*

NEW YORK & BURBANK, Calif. & HOLLYWOOD--(BUSINESS WIRE)--Jul. 17, 2018-- Viacom (NASDAQ: VIAB, VIA) flagship properties Nickelodeon and Paramount Pictures announced today a relaunch of the iconic kids’ TV series *Rugrats*, with a 26-episode greenlight from Nickelodeon, and a live-action film featuring CGI characters from Paramount Players. Both the TV series and the movie will include new adventures with beloved characters Tommy, Chuckie, Phil, Lil, Susie and Angelica, and will also introduce a new world of characters. Original creators Arlene Klasky, Gábor Csupó and Paul Germain will return to the TV series as executive producers. Nickelodeon’s *Rugrats* will be produced in Burbank, Calif., with production already underway. Additional news of the TV series, airdate and casting--and Reptar sightings--will be announced in the coming months.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20180717005654/en/>



The *Rugrats* movie will be written by David Goodman and is set to be released on November 13<sup>th</sup>, 2020 by Paramount Players, the division of Paramount Pictures that develops and produces co-branded feature films with Viacom’s leading media networks. *Rugrats* is the seventh film title announced in connection with this cross-company initiative.

“*Rugrats* is hands-down one of the most celebrated cartoons in TV history, and we are thrilled for a whole new audience to meet these iconic characters in brand-new adventures,” said Sarah Levy, COO, Viacom Media Networks; and Interim President, Nickelodeon. “What was true in 1991 when the original show premiered is still true today: kids are fascinated with the world of babies. We can’t wait for today’s kids to meet Tommy, Chuckie and pals.”

*Rugrats* joins the recently announced return of *Blue’s Clues* as the latest classic original series Nickelodeon is bringing back for today’s generation of kids and families. Nickelodeon produced and aired an all-new *Hey Arnold!* special in 2017, and has announced the return of two more beloved titles as forthcoming specials: *Rocko’s Modern Life* and *Invader Zim*.

“Now feels like the ideal time to reintroduce this iconic cast of characters to a whole new generation of young fans,” said Brian Robbins, President of Paramount Players. “Kids who grew up with Tommy Pickles and the *Rugrats* crew will now be able to share that experience with their own children.”

(Graphic: Business Wire)

*Rugrats* focuses on a group of toddlers, Tommy Pickles, Chuckie Finster, twins Phil and Lil DeVille, and Angelica Pickles, and their day-to-day lives that became adventures in their imaginations. The original *Rugrats* series launched in August of 1991 and instantly became a groundbreaking phenomenon, spawning consumer products, three hit theatrical releases and cementing its place in pop culture history through its iconic characters, storytelling and unique visual style. *Rugrats* was in production for nine seasons over the course of 13 years. The series earned four Daytime Emmy Awards, six Kids’ Choice Awards and its own star on the Hollywood Walk of Fame.

### About Nickelodeon

Nickelodeon, now in its 39<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, digital, 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 kids' basic cable network for 22 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).

#### **About Paramount Pictures Corporation**

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Television, Paramount Players, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

#### **About Viacom**

Viacom is home to premier global media brands that create compelling entertainment content – including television programs, motion pictures, short-form content, games, consumer products, podcasts, live events and social media experiences – for audiences in 183 countries. Viacom's media networks, including Nickelodeon, Nick Jr., MTV, BET, Comedy Central, Paramount Network, VH1, TV Land, CMT, Logo, Channel 5 (UK), Telefe (Argentina), Colors (India) and Paramount Channel, reach approximately 4.3 billion cumulative television subscribers worldwide. Paramount Pictures is a major global producer and distributor of filmed entertainment. Paramount Television develops, finances and produces original programming for television and digital platforms.

For more information about Viacom and its businesses, visit [www.viacom.com](http://www.viacom.com). Keep up with Viacom news by following Viacom's blog at [blog.viacom.com](http://blog.viacom.com) and Twitter feed at [www.twitter.com/viacom](https://twitter.com/viacom).

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