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Nickelodeon Unveils New Global Line of Consumer Products for Teen Sensation JoJo Siwa

Products Rolling Out Across Categories Including Apparel, Accessories, Home, Toys, Party, Publishing and More in U.S., UK, Australia and Canada

Danskin to Introduce The JoJo Collection, its First-Ever Kids' Co-Branded Line of Dance, Athleisure Wear and Accessories

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NEW YORK--(BUSINESS WIRE)-- [Nickelodeon](http://www.businesswire.com/news/home/20170523006184/en/) today announced the global consumer products program for 14-year-old singer, dancer, performer and social media influencer JoJo Siwa, which includes the launch of products across multiple categories in the U.S. and markets including the UK, Australia and Canada. Inspired by Siwa's positive messages and her love of rainbows and emojis, the robust line spans accessories, apparel, arts & craft, cosmetics, costumes, dance and athleisure wear, dolls, dress up and role play, electronics, games, home goods, party, publishing, a subscription box and stationery. The program also includes a brand-new partnership with Danskin that marks the brand's first-ever co-branded collection for kids.

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

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Select items in the JoJo Siwa consumer products line, including first to market retail exclusives and direct to retail programs at select retailers, are available in stores now in the U.S. and the full line will continue to roll out in the coming months. Siwa is being introduced to international markets with deals currently underway in the UK, Australia and Canada across a variety of categories including: accessories, apparel, toys, crafts, home décor and more.

"JoJo Siwa burst into the Nickelodeon family last fall and we, much like our audience, have fallen in love with her fun and vibrant personality as well as her stance against bullying," said Pam Kaufman, Global Chief Marketing Officer and President, Nickelodeon Consumer Products. "Partners and retailers far and wide have reacted so enthusiastically to JoJo and it's been an awesome experience creating this expansive new line of consumer products that is as fresh and vibrant as she is."

"I am so excited to announce all of the amazing products that are coming out for my brand all over the world!" said JoJo Siwa. "From my bows, bedding, accessories, party supplies, to stationary and so much more. I mean I even have a singing doll! This is literally a dream come true!"

Drawing upon Siwa's dance background, Nickelodeon's new partnership with Danskin will introduce the first-ever kids' co-branded dance, athleisure and accessories collection for the brand. The powerhouse collaboration under JoJo's namesake launches spring 2018 and will feature traditional dance wear (leotards, tights, dance skirts, tutus and legwarmers), alongside a colorful collection of athleisure wear (fashion tops, sweatshirts, hoodies, leggings, skorts, joggers, sportsbras, biketards and crop tops) and accessories (dance bags, backpacks, totes, purses and headwear).

Siwa's signature bows from H.E.R. Accessories continue to gain popularity as distribution expands to multiple retail channels.

Additionally, Just Play is introducing a JoJo Siwa fashion doll this year that features Siwa's hit single "Boomerang" which will be available exclusively at Walmart in July, followed by other retailers beginning Oct. 1. A full range of JoJo toy products will also be available later this year for the entire market.

Nickelodeon is teaming up with the following partners on JoJo Siwa products that will be available this year:

- | Accessories from ABG Accessories (headwear and cold weather), Accessory Innovations (bags and backpacks, headwear and cold weather), Accutime Watch Corporation (watches), FAB (bags and backpacks), Fantasia Accessories (hair accessories and jewelry), Global Design Concepts (bags and backpacks), H.E.R. Accessories (bows and jewelry), Jacmel Jewelry Inc.(costume and fine jewelry), Pan Oceanic (Sunglasses), and Starlight Accessories (sunglasses),
- | Apparel from Freeze (t-shirts), Bentex (t-shirts and sportswear), GBG (sleepwear) Handcraft (intimates), High Point (Hosiery) and Mad Engine (t-shirts and sportswear)
- | Arts & Craft from Spin Master's Cool Maker line (bow maker and accessory pack)
- | Cosmetics from GBG
- | Costumes from Rubie's
- | Dance and Athleisure wear from Danskin
- | Direct to Retailer Exclusives with Justice (apparel and accessories)
- | Dress Up and Role Play from Just Play
- | Electronics from iHome (karaoke machine, headphones, microphone, selfie stick)
- | Fashion Dolls from Just Play
- | Footwear from ACI
- | Games and Puzzles from Cardinal (Dance Dice and Bust a Bow)
- | Home Goods from Jay Franco (bedding, room décor and throws)
- | Party from American Greetings (greeting cards) Decopac (photocakes) and Unique Industries, Inc.
- | Plush from Just Play
- | Publishing from Abrams (interactive journal, craft book and photographic book) and Bendon (tween activity book)
- | Subscription Box from CultureFly
- | Stationery from Trends and Tri-Coastal

On air, Siwa can next be seen in *Nickelodeon's Sizzling Summer Camp Special*, premiering Sunday, June 4, at 7 p.m. (ET/PT). This variety special, interspersed with comedy sketches and musical numbers, follows fan-favorite Nickelodeon stars as they celebrate summer at a sleepaway camp. Then, fans will get a peek into Siwa's exciting world in the upcoming half-hour docu-style special, *JoJo Siwa: My World*. The special will follow Siwa as she recounts all of the moments of her life that brought her to her biggest moment ever - a concert performance for her fans at Mall of America and officially becoming a Nickelodeon star. Currently in production, the special is premiering Saturday, Aug. 12, at 8 p.m. (ET). Siwa's performance at Mall of America in Minneapolis, MN on Sat., June 3 at 12 p.m. (CT) will be taped for her special. She will be performing her hit "Boomerang," as well as new songs "Kid in a Candy Store" and "Hold the Drama."

Siwa quickly realized she had a love for dance at age two and began taking classes in tap, jazz, hip hop and ballet. She auditioned for season two of *Abby's Ultimate Dance Competition* and, at eight years old, became the youngest contestant on the show. Following that success, she was then called to join Lifetime's number-one show *Dance Moms*. Off-screen, Siwa connects with her fans in several different ways: through social media, where she currently has over 5.6 million followers on Instagram, 10.8 million followers on Musical.ly, over 273,000 Twitter followers and over 554 million views on her YouTube channel; through her SIWANATOR club, which stands against negativity and bullying; through her line of consumer products; and with her single, "Boomerang," which has been viewed almost 250 million times.

About Nickelodeon

Nickelodeon, now in its 38th 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

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Media:

Nickelodeon

Talia Yates

Talia.Yates@nick.com

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