

Little Charmers 'Turns on the Charm' on Nickelodeon Monday, Jan. 12, at 12 P.M. (ET/PT)

All-New Animated Preschool Series Produced by Nelvana and Spin Master Set to Win Over Kids and Families Nationwide

NEW YORK--(BUSINESS WIRE)-- Preschoolers will enter a whimsical world of spellbinding adventures when [Little Charmers](#), a brand-new animated preschool series that celebrates the magic of friendship, debuts Monday, Jan. 12, at 12:00 p.m. (ET/PT) on Nickelodeon and 8:00 p.m. (ET/PT) on Nick Jr. A production of Nelvana Enterprises and Spin Master Entertainment, the half-hour series (40 eps/80x11mins) follows best friends and Charmers-in-Training Hazel, Posie and Lavender as they attempt to solve everyday problems and in the process, find themselves in the middle of funny situations. Together, the three Charmers learn that with a little imagination, friendship and teamwork, they can overcome just about any magical mishap they encounter.

Following its launch, *Little Charmers* will regularly air weekdays at 12:00 p.m. (ET/PT) on Nickelodeon and 8:00 p.m. (ET/PT) on Nick Jr. The series will roll out on Nickelodeon channels internationally in spring 2015.

In the series premiere, "Prince Not So Charming/A Charming Outfit," Hazel and her friends turn a frog prince into a real prince and must teach him to be charming before time runs out and he reverts back into a frog. In the second story, Hazel discovers that the plain dress she is wearing is not so plain after all once she unlocks the magic, making it the perfect dress - just in time for school picture day!

Meet the Little Charmers:

- **Hazel** - a big-hearted, driven and curious girl with a leap-before-you-look nature, who puts the finishing touches on all the spells
- **Posie** - a sweet and quirky "Spellerina" who can come up with spells for any occasion with a song and dance in perfect tune
- **Lavender** - a bright and feisty "Potionista" who knows how to get to the point, stir up potions and put together hip fashions

Kids can check out an [exclusive first look](#) of the series premiere episode on www.nickjr.com and the [Nick Jr. App](#), plus play the [Little Charmers Sticker Pictures game](#) on the site. Beginning Jan. 13, the full series premiere episode will be available on the site and the Nick Jr. App.

About Nelvana

Nelvana is a world-leading international producer and distributor of children's animated and live-action content. Nelvana is comprised of Nelvana Studio and its distribution arm Nelvana Enterprises and owned by Corus Entertainment Inc. Nelvana Studio produces a stable of award-winning and globally renowned brands that focus on comedies, preschool and boys action series and ancillary consumer products programs. Nelvana's content airs on Corus Entertainment's kids channels in Canada and in over 160 countries around the world. The Nelvana library has well over 4,000 episodes of programming and has received over 70 major international program awards including Emmys® and Gemini's. Visit the Nelvana website at nelvana.com.

About Spin Master Ltd.

A multi-category children's entertainment company, Spin Master has been designing, developing, manufacturing, and marketing consumer products for children around the world since 1994 and is recognized as a global growth leader within the toy industry. Spin Master is best known for such popular brands as boy's action phenomena and 2009-2010 Boy's Toy of the Year winner Bakugan Battle Brawlers™, and award-winning brands Air Hogs®, Aquadoodle™, Flutterbye™, Spin Master Games™ including 2014 Game of the Year, Boom Boom Balloon™ and the popular Hedbanz™, Spy Gear™, Tech Deck™, and the 2014 Innovative Toy of the Year Zoomer™. The company has also marked an entry into children's media with the launch of Spin Master Entertainment, a subsidiary focusing on the design, development and production of television and other media properties, including the hit animated preschool series, *PAW Patrol*™. Spin Master employs over 900 people with offices in Toronto, Los Angeles, London, Paris, Hong Kong, Mexico City, Munich, and Milan. For additional information please visit: www.spinmaster.com.

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).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20150107006435/en/>

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