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Nickelodeon Announces *SpongeBob SquarePants: You Bring The Color*, Giving Fans First-Ever Opportunity to Color the Show

Call for Contributions Now Open Online

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BURBANK, Calif.--(BUSINESS WIRE)-- [Nickelodeon](#) today announced [SpongeBob SquarePants: You Bring The Color](#), where fans for the first time can help color brand-new *SpongeBob SquarePants* episodes for a chance to have their creations featured on Nickelodeon this fall. Fans can bring the color to the hit animated series now at www.YouBringTheColor.com.

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

<http://www.businesswire.com/news/home/20170710006122/en/>

Throughout July and August, Nickelodeon empowers fans to go online and digitally color *SpongeBob* in the iconic *SpongeBob SquarePants* opening sequence. This fall, additional images will be available from the final scene of an upcoming black-and-white episode, "Squid Noir." Selected fan creations will debut on Nickelodeon this fall during *You Bring The Color*, a special themed week of new episodes.

The [SpongeBob SquarePants: You Bring The Color](#) digital destination has over 50 scenes to color. An online gallery will also display select submissions, providing users the opportunity to see their creations throughout the campaign.

For more information and to color images, visit www.YouBringTheColor.com.

Nickelodeon will extend the experience to retail aisles in September, where specially marked packages of products from official *You Bring The Color* partners will feature codes that will unlock additional exclusive scenes to color. Partner products include General Mills GoGurt, Frankford Gummy Krabby Patties Candy and International Vitamin Corporation's *SpongeBob Gummy Vitamins*. Products will be available at many national mass and grocery retail chains. The more images that fans color, the better their chances to see their creation on-air during *You Bring The Color* week.

Viewers can visit the [SpongeBob SquarePants](#) page on [Nick.com](#), the Nick App and the [Facebook](#) page, along with the *SpongeBob* [Facebook](#) page and [SpongeBob Instagram](#), to get a look at the series. Episodes of *SpongeBob SquarePants* are available on [Nick.com](#) and the Nick App, along with platforms including iTunes, Amazon Video, Google Play, Vudu and Nick On Demand.

About *SpongeBob SquarePants*

Since its launch in July 1999, *SpongeBob SquarePants* has emerged as a pop culture phenomenon. The series has been the most-watched animated program with kids 2-11 for more than 15 consecutive years, and over the past several years, it has averaged more than 100,000,000 total viewers every quarter across all Nickelodeon networks. *SpongeBob SquarePants* is the most widely distributed property in Viacom International Media Networks history, seen in more than 208 countries and territories and translated in 55+ languages. The Paramount Pictures feature film *The SpongeBob Movie: Sponge Out of Water* premiered Feb. 6, 2015, landing at #1 opening weekend. The character-driven cartoon chronicles the nautical and sometimes nonsensical adventures of *SpongeBob*, an incurably optimistic and earnest sea sponge, and his undersea friends.

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 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles,

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