

November 3, 2017

Nickelodeon and Encantos Media Studios to Partner on Consumer Products Line for *Canticos*, Bilingual Property Featuring Beloved Nursery Rhymes That Celebrate Latino Culture

***Canticos* Short-Form Content to be Available on Nickelodeon's Digital Platforms for Preschoolers**

NEW YORK--(BUSINESS WIRE)-- [Nickelodeon](#) is partnering with Encantos Media Studios, PBC (Encantos) to develop the first collection of consumer products for infants and toddlers, inspired by the award-winning bilingual baby property, *Canticos*. With a collection of some of the most beloved Spanish-language nursery rhymes from all over the world, *Canticos* celebrates Latino culture by bringing songs such as "Los Pollitos," "Elefantitos," and "Mi Burrito Sabanero" to life through bilingual children's books, interactive apps and sing-along videos.

Nickelodeon will seek consumer products and promotional partners, spanning categories including layette, toy, accessories, home, publishing and more. *Canticos* short-form content is expected to launch in Spring 2018 on Nick's digital preschool platforms, including [NickJr.com](#), the Nick Jr. App and NOGGIN, Nick's video subscription service. The *Canticos* portfolio of characters is created by Venezuelan-American artist Susie Jaramillo. *Canticos* short-form content will be produced by Jaramillo, alongside husband and wife team Nuria Santamaria Wolfe and Steven Wolfe Pereira, co-founders of Encantos Media Studios.

"From the moment we first saw it, we loved how *Canticos* brings together kids and families from all backgrounds through bilingual stories and culturally authentic songs and characters," said Pam Kaufman, CMO and President, Consumer Products, Nickelodeon. "The appeal of this property is universal and we look forward to introducing a gorgeous consumer products line for infants and toddlers that embodies the spirit of this terrific property."

"*Canticos* was created to help Latino families share culture and language in a fun and engaging way across screens and beyond," said Nuria Santamaria Wolfe, co-founder and CEO, Encantos Media Studios. "Nickelodeon is a leader and innovator in kids' entertainment, and they understand and value the diversity of today's generation. This partnership with Nickelodeon further expands the reach and appeal of these beloved nursery rhymes, so even more children and families around the world can sing, learn and play along."

About Encantos Media Studios, PBC

Encantos Media Studios, PBC (Encantos) is a purpose-driven family entertainment and education company inspired by a world of culture. Focused on building creator-led brands that build bridges and understanding by celebrating diversity, inclusion and belonging, Encantos creates meaningful media that makes the world a better place for kids of all ages. As a Public Benefit Corporation (PBC), each Encantos brand is a force for good and supports a cause related to the brand.

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, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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Source: Nickelodeon

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