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Nickelodeon Begins Production on Inside Voice, New Original TV Movie Starring Henry Danger's Jace Norman and JoJo Siwa and Daniella Perkins

BURBANK, Calif.--(BUSINESS WIRE)-- Nickelodeon announced today the start of production on a brand-new original TV movie, *Inside Voice*, starring Jace Norman (*Henry Danger*, *Splitting Adam*, *Rufus*), JoJo Siwa (*JoJo Siwa: My World*, *Dance Moms*) and Daniella Perkins (*Knight Squad*, *Legendary Dudas*). Set to premiere in 2018, the live-action comedy tells the story of a kid who, after a comical VR mishap, starts speaking every thought he has out loud. To complicate matters, he happens to be running in the school election. Production is underway in Vancouver, British Columbia, Canada.

When nice-guy Jeremy Martin (Jace Norman) puts on mysterious virtual reality glasses at the mall, he suddenly loses his "inside voice" and starts spouting every thought he has out loud. Making matters worse, Jeremy is running for student council president against his classmate Milly (Daniella Perkins), who is full of great ideas to improve the school. Desperate to get back to normal, Jeremy and his sister Victoria (JoJo Siwa) must figure out how to convince his brain that he can speak up for himself.

The virtual reality sequences featured in the movie are being developed and created by Nickelodeon's Entertainment Lab, the network's new division spearheading long-range research and development efforts around new technologies for Nick and its audience. *Inside Voice* is the third project for air to feed through the Entertainment Lab, joining Lincoln Loud "Live" and Nick's upcoming TV movie *Escape from Mr. Lemoncello's Library*.

Jace Norman currently stars in Nickelodeon's *Henry Danger*, which is year-to-date the number-one show on TV with kids 2-11 and kids 6-11. Breakout-star and social media sensation JoJo Siwa inked an overall talent agreement with Nickelodeon, a global consumer products program and will star in her upcoming TV special, *JoJo Siwa: My World*, airing on Nickelodeon on Aug. 12, at 8 p.m. (ET/PT). Daniella Perkins will begin production later this year on her new Nickelodeon series *Knight Squad*, set at a magical school for knights in training, where two mismatched students form an unlikely alliance to protect each other's secret and pursue their dreams.

Inside Voice is executive produced by Scott McAboy and Michael Sammaciccia. Amy Sydorick is serving as producer. Jace Norman is serving as co-producer. The TV movie was written by Adrian Vina (*Liar, Liar Vampire*) and is directed by Michelle Johnston (*Another Cinderella Story: If The Shoe Fits*).

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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