

February 12, 2018

Nickelodeon Brings Hit Preschool Series *Sunny Day* to Life in the Consumer Products Aisle and on the Road with Interactive U.S. Tour This Summer

Sunny Day Greenlit for a Second Season

Robust Portfolio of Products Launches This May, Beginning with Toy Line from Mattel

NEW YORK--(BUSINESS WIRE)-- Nickelodeon will bring its hit animated preschool series *Sunny Day* to life this summer with the debut of a robust portfolio of consumer products, beginning with a new line of toys from Mattel, and the launch of the Sunny Day Tour, an immersive on-ground activation that will travel to cities across the U.S.

This press release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20180212005418/en/>



Nickelodeon has also greenlit a second season (20 episodes) of *Sunny Day* that will follow Sunny, a 10-year-old master hairstylist and entrepreneur, as she goes on exciting new adventures in her seaside town of Friendly Falls.

Inspired by Sunny and her friends Rox and Blair's colorful and creative personalities, *Sunny Day* consumer products will feature the bold, vibrant color palette from the show and span categories including toy, consumer electronics, home goods and more from best-in-class partners. The all-new toy line created in conjunction with Mattel includes basic and deluxe doll assortments, accessories, plush, role play and playsets. It will be available as a first-to-market this May at Walmart and will roll out to all other retailers in August.

(Photo: Business Wire)

individuality and self-expression, and we wanted our new toy line to embody these empowering characteristics," said Jennifer Caveza, Senior Vice President, Toys, Nickelodeon Consumer Products. "Created with Mattel, these products invite fans of the show to express their creativity, whether that's through hair styling on the dolls or by recreating adventures in Sunny's salon-on-the-go Glam Van."

"*Sunny Day* is a show that celebrates

"We've been excited about this property since the first moment we saw it. *Sunny Day* has broad appeal, inspiring entrepreneurship and creativity for any kiddo that walks down our toy aisles," said Anne Marie Kehoe, Vice President, Toys, Walmart. "We are excited to be the first in market to carry this Nickelodeon property and anticipate it being a hit."

Nickelodeon will introduce additional products that will be available later this year:

- | Apparel, Accessories and Dress Up
- | Arts & Craft
- | Consumer Electronics
- | Games and Puzzles
- | Home Goods

- | Novelty
- | Publishing and Home Entertainment
- | Ride Ons and Sporting Goods
- | Social Expressions
- | Vehicles/RC

The Sunny Day Tour will kick off at the Bentonville Film Festival in May, and make stops at select Walmart stores across the country during the summer. This interactive experience is free to the public and will include immersive activities, a product showcase and content screenings.

In season two of *Sunny Day* (20 episodes), Sunny, 10-year-old master hairstylist, entrepreneur, and problem solver extraordinaire, will "gear up and go" on exciting new adventures around her seaside community of Friendly Falls. Along with best pals Blair, Rox, and Doodle, Lacey will join the salon team to manage Sunny's new Pet Parlor. Sunny will also hit the road in a brand-new vehicle, the Groom & Vroom, a styling vehicle exclusively for pets. Developed and produced by Silvergate Media, *Sunny Day* features a social-emotional curriculum highlighting leadership, innovative thinking and teamwork. New episodes of *Sunny Day* will continue to air regularly on Nickelodeon this year.

About Mattel, Inc.

Mattel is a global learning, development and play company that inspires the next generation of kids to shape a brighter tomorrow. Through our portfolio of iconic consumer brands, including American Girl®, Barbie®, Fisher-Price®, Hot Wheels® and Thomas & Friends™, we create systems of play, content and experiences that help kids unlock their full potential. Mattel also creates inspiring and innovative products in collaboration with leading entertainment and technology companies as well as other partners. With a global workforce of approximately 32,000 people, Mattel operates in 40 countries and territories and sells products in more than 150 nations. Visit us online at www.mattel.com.

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).

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20180212005418/en/>

Nickelodeon
Talia Yates
talia.yates@nick.com

Source: Nickelodeon

News Provided by Acquire Media