

June 17, 2016

Imaginations Run Wild in Rusty Rivets, Nickelodeon's Inventive New Preschool Series, Premiering Monday, Aug. 22, at 7:30 P.M. (ET/PT)

New Series Debut Follows Brand-New *PAW Patrol* Primetime Special, "All-Star Pups," Premiering 7:00 p.m. (ET/PT)

NEW YORK--(BUSINESS WIRE)-- There's always a big adventure in [Nickelodeon's](#) brand-new animated preschool series, [Rusty Rivets](#), premiering Monday, Aug. 22, at 7:30 p.m. (ET/PT). Created and produced by Spin Master Entertainment (*PAW Patrol*), the show follows Rusty, a 21st century kid hero who always saves the day by relying on his imagination and incredible resourcefulness. Inspired by the DIY culture of the maker movement, *Rusty Rivets* (26 half-hour episodes) helps preschoolers gain confidence and fuel their creativity with a strong focus on inventing, creating and problem solving.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20160617005613/en/>



Rusty Rivets (Photo: Business Wire)

the Nick Jr. App, [NickJr.com](#) and Nick VOD platform beginning Monday, June 20.

Rusty Rivets is the sixth series from Spin Master Entertainment and follows on the success of *PAW Patrol* and *Bakugan Battle Brawlers*. The new series is overseen by executive producers Ronnen Harary and Laura Clunie.

About Spin Master

Spin Master is a leading global children's entertainment company that creates, designs, manufactures and markets a

Rusty Rivets will premiere immediately following an all-new primetime *PAW Patrol* special, "All-Star Pups," at 7:00 p.m. (ET/PT) and new episodes will continue to roll out this year on Nickelodeon, the number-one network for preschoolers and kids 2-11 year to date.

In *Rusty Rivets*, 10-year-old Rusty, along with his best bud Ruby, invents his way out of every jam by repurposing spare parts and found objects into the wildest, coolest, most awesome contraptions ever. The series encourages kids to use their imaginations to design and create fun new gadgets and inventions.

In the series premiere, "Rusty's Rex Rescue/Rusty's Park N' Fly," Rusty's friend Liam gets trapped on top of a tall stack of junk in Rusty's Recycling Yard. To rescue Liam, Rusty and Ruby design a Jurassic robot who ultimately becomes their new trusty friend Botasaur. In the next adventure, Rusty and his friends must bring Mr. Higgins' remote control plane down safely when it can't land. Together, they must engineer a daredevil rescue to save the plane.

Nickelodeon currently has all-new full-length episodes of *Rusty Rivets* available on select digital platforms. [NickJr.com](#) also features two brand-new online games inspired by the show: "Penguin Problem," in which players run through the Recycling Yard collecting escaped penguins and building creative tools to transport them safely back home; and "Combine it and Design it," which offers players four different machine models that they can design and build with Rusty. Episodes will be available on

diversified portfolio of innovative toys, games, products and entertainment properties. Spin Master is best known for award-winning brands including Zoomer™ Dino, Bakugan Battle Brawlers™, Air Hogs®, and 2015 Toys of The Year, Bunchems and Meccanoid G15. Since 2005, Spin Master has received 63 TIA Toy of The Year (TOTY) nominations with 16 wins across a variety of product categories. Spin Master has been recognized with 12 TOTY nominations for Innovative Toy of the Year, more than any of its competitors. Spin Master is among a limited number of companies that not only develop and produce global entertainment properties, characters and content, but also monetize that content through the creation, sale and licensing of products. To date, Spin Master has produced six television series, including 2007 hit series Bakugan Battle Brawlers and its current hit PAW Patrol, which is broadcast in over 160 countries and territories globally. Spin Master employs over 1,000 people globally with offices in Canada, United States, Mexico, France, Italy, United Kingdom, Slovakia, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, and Australia.

About Nickelodeon

Nickelodeon, now in its 37th 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 90 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, VIAB).

*High-res art available at www.nickpress.com

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20160617005613/en/>

Nickelodeon
Leslie Byxbee, 212-846-6914
Leslie.Byxbee@nick.com

Source: Nickelodeon

News Provided by Acquire Media