

Nickelodeon Celebrates The Fairly OddParents' 10th Anniversary With Live-Action TV Movie, A Fairly Odd Movie: Grow Up, Timmy Turner! Saturday, July 9, at 8 P.M. (ET/PT)

Drake Bell and Daniella Monet Headline First-Ever, Live-Action/CG Adaptation of Hit Animated Series; Jason Alexander, Cheryl Hines and Steven Weber Guest Star

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Nickelodeon celebrates 10 years of *The Fairly OddParents'* Timmy Turner and his wand-wielding fairies with the network's first-ever, live-action and CG-animated TV movie, *A Fairly Odd Movie: Grow Up, Timmy Turner!*, **Saturday, July 9, at 8 p.m. (ET/PT)**. Starring Nick favorites Drake Bell (*Drake & Josh*) and Daniella Monet (*Victorious*), the hour-long original TV movie follows the adventures of a now 23-year-old Timmy Turner (Bell) who refuses to grow up in order to keep his fairy godparents. Timmy's resolve to stay a kid forever is tested when the once gawky, now gorgeous Tootie (Monet) returns to town and he must choose between her and his beloved magical fairy godparents. The movie, from series creator Butch Hartman, also features TV veterans Jason Alexander (*Seinfeld*), Cheryl Hines (*Curb Your Enthusiasm*) and Steven Weber (*Parenthood*).

(Photo: <http://photos.prnewswire.com/prnh/20110620/NY22657>)

"We were thrilled to work with Butch on our first-ever live-action and CG-animated TV movie to honor *The Fairly OddParents'* 10th anniversary," said Marjorie Cohn, President, Original Programming and Development, Nickelodeon/MTVN Kids and Family Group. "The movie has spectacular effects and an amazing roster of talent with standout Nick stars Drake and Daniella supported by the extraordinary Cheryl Hines, Jason Alexander and Steven Weber, who all knock it out of the park."

"I've always felt the vibrant characters and zany sensibility of *The Fairly OddParents* would make a great movie," said creator and executive producer Butch Hartman. "I wanted to take the series in an unexpected direction by introducing live-action characters while keeping the integrity of the series' trademark magic through CG animation."

A Fairly Odd Movie: Grow Up, Timmy Turner! centers on Timmy Turner, but unlike the series, Timmy is no longer a 10-year-old boy - he is 23, still lives at home and is still in the 5th grade. Timmy's arrested development stems from his desire to keep his beloved fairy godparents, Cosmo (played by Alexander and voiced by Daran Norris, *The Fairly OddParents*) and Wanda (played by Hines and voiced by Susanne Blakeslee, *The Fairly OddParents*), because "Da Rules" dictates that godchildren lose their fairies when they grow up. But when Tootie returns to Dimmsdale, Timmy finds himself having grown-up feelings for her. He must decide whether to be an adult and be with the woman he loves, or continue acting like a child to keep the fairy godparents he adores. In the meantime, Hugh J. Magnate, Jr. (Weber), a larger-than-life oil tycoon, turns his attention to capturing Timmy's fairies and using their power to fuel his maniacal ambition.

A Fairly Odd Movie: Grow Up, Timmy Turner! is executive produced by Butch Hartman, Lauren Levine, Marjorie Cohn and Fred Seibert. The primetime movie is directed by Savage Steve Holland and written by Butch Hartman and Scott Fellows. *A Fairly Odd Movie: Grow Up, Timmy Turner!* is produced by Pacific Bay Entertainment.

A Fairly Odd Movie: Grow Up, Timmy Turner! will be supported online at www.Nick.com/fopmovie and will serve as a first look for fans to see the latest trailers, promo clips and exclusive footage. New content will be added to the site regularly leading up to the movie premiere and will feature exclusive behind-the-scenes footage, trailers, photo galleries, new games and quizzes and more. Fans will also have access to a sneak peek, interstitials and promotional clips on Nick.com and Nick's wireless partners. Following the premiere, *A Fairly Odd Movie: Grow Up, Timmy Turner!* will be available for purchase in HD on iTunes, Xbox, Amazon.com, Sony Playstation and on DVD beginning July 9 exclusively on Amazon.com via CreateSpace, part of the Amazon.com, Inc. group of companies. In celebration of the 10th anniversary of *The Fairly OddParents*, a DVD collection of the animated series also will be available on Amazon.com through CreateSpace's DVD on Demand platform. The DVD catalog features the best of the series and includes the three-part movie event, *The Fairly OddParents: Wishology*.

Since its debut in March 2001, *The Fairly OddParents* has consistently ranked among Nickelodeon's top programs. In 1Q11, *The Fairly OddParents* reached 17.2 million kids 2-11 and 50.7 million total viewers.

Drake Bell began his career at Nickelodeon with an appearance on the network's popular sketch comedy series, *The Amanda Show*, a part which led him to star in the break-out hit series *Drake & Josh* as Drake Parker. Bell has also appeared in several feature films such as *Jerry Maguire*, *High Fidelity*, *Yours, Mine and Ours*, *Superhero Movie*, for which Bell won a Teen Choice Award as Breakout Male, and HBO's *The Jack Bull*, a role which garnered him a 2000 Young Artist Award for Best Supporting Young Actor in a TV Movie or Pilot. Over the last several years, Bell has been enjoying success as a popular singer/songwriter having released two albums - *Telegraph* and *It's Only Time*. Bell has toured throughout the world, including Mexico, where he headlined two sold-out shows at the Auditorio Nacional and his music has topped the charts. Bell will embark on a summer music tour in Latin America from mid-July to the end of August and his first European tour in September. A new EP, featuring four new songs produced by John Fields (Jellyfish, Rooney, Jack's Mannequin, Jonas Bros), is scheduled for digital release

worldwide on June 21, 2011.

Daniella Monet is best known for her portrayal as Trina Vega in Nickelodeon's hit live-action series *Victorious*. Monet has been acting since the age of seven and has had recurring roles on the television series *American Dreams* and *8 Simple Rules*. She was cast as Megan Kleinman on *Listen Up!*, where she starred alongside Jason Alexander. Monet made her Nickelodeon debut as Chase's ex-girlfriend, Rebecca, on *Zoey 101*. In 2006, she appeared in the film *Nancy Drew* and the family comedy *Taking 5*. She will also be starring in the upcoming Lionsgate feature film, *Night of the Living Fred*, the follow-up to the 2010 smash hit Nickelodeon original TV movie *Fred: The Movie*.

Butch Hartman began his animation career as an assistant animator on *An American Tail*. He directed cartoons and created his own shorts for *What a Cartoon!*, and also wrote and directed episodes of *Dexter's Laboratory*, *Cow & Chicken* and *Johnny Bravo*. Hartman joined Nickelodeon in 1998 where he created and produced several cartoon shorts for the *Oh Yeah! Cartoons* series, including *The Fairly OddParents*. Hartman is also the creator of Nickelodeon's *Danny Phantom* and the network's newest hit animated series, *T.U.F.F. Puppy*. Year-to-date, *T.U.F.F. Puppy* ranks as the number-two animated series with kids 2-11 on all TV (behind only *SpongeBob SquarePants*), averaging 3.6 million total viewers during its Saturday morning premieres.

Nickelodeon, now in its 32nd 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 100 million households and has been the number-one-rated basic cable network for 16 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. (NYSE: VIA, VIA.B).

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