

Nickelodeon And Johnny Cupcakes Release Limited-Edition Teenage Mutant Ninja Turtles Apparel And Accessories Line

NEW YORK, Sept. 30, 2013 /PRNewswire/ -- Nickelodeon and Johnny Cupcakes today announced the launch of a brand-new adult apparel and accessories collection inspired by Teenage Mutant Ninja Turtles. The new line features four limited-edition t-shirt designs, a sweatshirt and a variety of accessories available for men, women and even one for kids! All four designs are custom, with one-of-a-kind graphics that feature Raphael, Donatello, Michelangelo, Leonardo and a caricature Shredder in the unique Johnny Cupcakes "culinary" style. The line can be purchased in Johnny Cupcakes retail shops (Boston, Los Angeles, London, and Hull, MA) and to fans around the world on the company's website, shop.JohnnyCupcakes.com beginning today.

(Photo: <http://photos.prnewswire.com/prnh/20130930/NY88818>)

Johnny Cupcakes is a clothing company largely focused on graphic t-shirts that playfully address pop-culture with a culinary twist. Over the past 10 years, Johnny Cupcakes has amassed an international following of customers, die-hard collectors who camp outside the bakery-themed stores for up to two weeks in anticipation for exclusive product.

Teenage Mutant Ninja Turtles is based on four mutant turtles - Leonardo, Raphael, Donatello and Michelangelo - trained in the art of ninjutsu by their mutant rat sensei, Master Splinter, who teaches the turtles to battle evil from the New York City sewers. *Teenage Mutant Ninja Turtles* debuted on Nickelodeon in 2012 and ranked as the number-one new boy series for the year in the United States. Season two of the series premieres Saturday, Oct. 12, at 11:00 a.m. (ET/PT). *Teenage Mutant Ninja Turtles* is a 2013 TOTY Award winner for Property of the Year and 'Best Boy Toy' of the Year.

Nickelodeon, now in its 34th 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 18 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, VIA.B).

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