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UK's First Family Arena Tour To Offer Full Accessibility

PAW Patrol Live! 2020 to offer shows for deaf and visually impaired audiences



PAW Patrol Live! “Race to the Rescue” is the UK and Ireland’s first arena family tour to offer accessibility for deaf and visually impaired audiences at *every* venue.

Based on the hit animated TV series on Nickelodeon produced by Spin Master, PAW Patrol Live! “Race to the Rescue” returns to the UK and Ireland this summer for a tour comprising 27 dates across 16 cities.

In every location there will be a performance where audiences can access live British Sign Language (BSL) and a pre-recorded audio description service.

This is a watershed moment for people requiring accessibility at large entertainment events across the UK and Ireland, says Marie Pascall, Director at Performance Interpreting Ltd, the company providing BSL support on the tour.

“Historically, access to arena events has been very limited and sporadic. Those who are Deaf are often unable to find out in advance if resources are accessible at an event and so either decide not to buy a ticket or, they take a gamble and then find out they aren’t able to access it fully when they attend. PAW Patrol Live! is the first arena tour that truly brings a whole family together, allowing everyone to simultaneously enjoy the live action on stage,” Marie Pascall says.

“The tour goes beyond any I have worked with before. The promoter clearly recognises and understands the importance of inclusivity for all. Not only are there dedicated sessions, that are clearly highlighted, at point of ticket sales; PAW Patrol Live! is also working closely with the sign language team to create a seamless connection between the action on stage and the interpreter.”

Michael Kenyon, Theatre Programme Manager for VocalEyes, the company providing the pre-recorded audio description also comments, *“PAW Patrol Live! is breaking the mould by including pre-recorded audio description for visually impaired audiences at every venue, alongside the inclusion of BSL. Clearly this benefits people who are either blind or partially sighted nationwide. But also, importantly it can benefit friends and family; PAW Patrol is aimed at a young demographic but having audio description opens up the possibility of a grandparent with sight-loss attending with their grandchild.”*

He continues *“This also provides a business model for access; not only are the producers increasing the number of potential ticket buyers by including access early in their planning and by including a performance with accessibility support in every location to create economies of scale, but they are doing it more cost effectively than if it was done piecemeal later on in the process. It is the right thing to do, and by doing it in the right way, it helps to make it repeatable.”*

PAW Patrol Live! “Race to the Rescue” brings everybody’s favourite pups back to the stage for an action-packed, high-energy, musical adventure. When Mayor Goodway goes missing during the day of the Great Adventure Bay Race, the pups come to the rescue. Join Ryder, Chase, Marshall, Rocky, Rubble, Zuma, Sky and Everest for the show’s second tour of the UK and Ireland, which runs from July to August 2020.

Featuring a cast of everybody’s favourite PAW Patrol characters and presented by VStar Entertainment Group, TEG Life Like Touring, Nickelodeon and TEG MJR, PAW Patrol Live! “Race to the Rescue,” shows that “no job is too big, no pup is too small,” and shares lessons for all ages about citizenship, social skills and problem-solving as the characters each use their unique skills and teamwork. The show includes two acts and an intermission, and engages audiences with Bunraku puppetry, an innovative costuming approach that brings the PAW Patrol characters to life on stage with their vehicles and packs.

The performance features up-tempo music and a cleverly written script that is a good introduction to live theatre for kids. Classic theatrical scenery along with a high-tech video wall visually transports families to an authentic PAW Patrol environment, including locations from the TV series, like Adventure Bay, The Lookout, Seal Island, Farmer Yumi’s farm and Jake’s Mountain. Special interactive video allows the audience to participate via interviews, solve clues with the Pups, follow Mayor Goodway and much more.

The show runs for 1 hour and 20 minutes (across two acts and an intermission).

Tickets for all 27 dates are on sale now at pawpatrollive.co.uk

Date & Time of Performances with BSL support & VocalEyes audio description:

Utilita Arena Newcastle, England Saturday 4 July @ 1630

P&J Live Aberdeen, Scotland Wednesday 8 July @ 1630

First Direct Arena Leeds, England Saturday 11 July @ 1630

Edinburgh Playhouse, Scotland Wednesday 15 July @ 1700

Glasgow Armadillo, Scotland Sunday 19 July @ 1630

O2 Apollo Manchester, England Thursday 23 July @ 1630

Motorpoint Arena Nottingham, England Monday 27 July @ 1630

3Arena Dublin, Ireland Saturday 1 August @ 1630

Motorpoint Arena Cardiff, Wales Wednesday 5 August @ 1630

Brighton Centre, England Saturday 8 August @ 1630

Arena Birmingham, England Wednesday 12 August @ 1630

The SSE Arena Wembley, England Sunday 16 August @ 1630

Bournemouth International Arena, England Wednesday 19 August @ 1630

SSE Arena Belfast, Northern Ireland Sunday 23 August @ 1630

M&S Bank Arena Liverpool, England Thursday 27 August @ 1630

Venue Cymru Llandudno, Wales Monday 31 August @ 1630



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nickelodeon™



PAW PATROL™ LIVE! RACE TO THE RESCUE

as seen on nick jr.

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JULY - AUGUST 2020

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About Spin Master

Spin Master (TSX:TOY; www.spinmaster.com) is a leading global children's entertainment company that creates, designs, manufactures, licenses and markets a diversified portfolio of innovative toys, games, products and entertainment properties. Spin Master is best known for award-winning brands including Zoomer®, Bakugan®, Erector® by Meccano®, Hatchimals®, Air Hogs® and PAW Patrol®. Since 2000, Spin Master has received 103 TIA Toy of The Year (TOTY) nominations with 30 wins across a variety of product categories, including 13 TOTY nominations for Innovative Toy of the Year. To date, Spin Master has produced nine television series, including the relaunched Bakugan: Battle Planet and current hit PAW Patrol, which is broadcast in over 160 countries and territories globally. Spin Master employs over 1,800 people in countries around the world including Canada, United States, Mexico, France, Italy, United Kingdom, Russia, Slovakia, Poland, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, Vietnam and Australia.

About Nickelodeon

Nickelodeon is one of the most globally recognised and widely distributed multimedia entertainment brands for kids and family. It has built a diverse, global business by putting kids first in everything it does. The brand includes television programming and production in the United States and around the world, plus consumer products, digital, location based experiences, publishing and feature films. 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).

About VStar Entertainment Group

VStar Entertainment Group is a leading entertainment company and producer of unforgettable live experiences for audiences in the U.S. and internationally. From concept through activation, VStar imagines and creates custom tours featuring original content and licensed, branded tours that provide highly engaging entertainment for fans of all ages. With nearly four decades of expertise in all aspects of event production and management, VStar delivers turnkey, in-house solutions for theatrical shows, interactive exhibits and brand activations. VStar also creates custom-fabricated mascots and costumes, large-scale sets, scenery and 3-D installations, serving as a valued resource for professional sports teams, Fortune 500 companies and experiential marketing agencies. The company has presented more than 40,000 live performances across 40 countries and entertains nearly three million guests annually. VStar Entertainment Group is owned and operated by Cirque du Soleil Entertainment Group. For more information, visit www.vstarentertainment.com.

About TEG Life Like Touring

Based in Melbourne, Australia, TEG Life Like Touring has written, produced and toured live shows for some of the most popular children's brands for more than 10 years, including Ben and Holly, Chuggington, Dora the Explorer, Peppa Pig, Octonauts, Sesame Street, Scooby-Doo and Yo Gabba Gabba! Life Like Touring productions have been seen in all major cities around Australia and New Zealand, as well as Africa, Asia, Europe, the Middle East, North America and South America. Life Like Touring productions are best known to entertain toddlers, pre-schoolers and their young siblings, in the beautiful surrounds of a traditional theatre. In more recent times they have produced a variety of theatrical and themed experiential entertainment designed for the whole family to enjoy together. Life Like Touring, together with their sister company, The Entertainment Store, have worked for some of the world's biggest entertainment companies, including Cartoon Network, Disney, Entertainment One, Nickelodeon, Mattel and Warner Bros. Most recently, Life Like Touring and The Entertainment Store were acquired by TEG Live and became part of Australia's leading integrated live entertainment solutions company with superior capabilities in ticketing, digital, data and the promotion of live sport and entertainment. Visit www.lifeliketouring.com.

TEG MJR

TEG MJR is owned by Sydney-based TEG, which is Asia Pacific's leading live entertainment, ticketing and technology business and has a fast growing global presence. TEG MJR's touring artists have included Sia, 50 Cent, Culture Club, Hans Zimmer, and UB40, with theatre shows such as touring and West End hit Rip It Up, along with immersive exhibitions including Marvel's Avengers S.T.A.T.I.O.N. The company operates multiple venues across the UK including Digbeth Arena, The Mill in Birmingham and Tramshed in Cardiff.

ABOUT HIGHLIGHT PR

Highlight PR is a results-focused PR and content marketing agency, based in Bath. The agency specialises in consumer PR for baby, kids and family brands and licensed characters and B2B PR for architects, designers, events, leisure and creative companies.



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