



NICK JR. TAKES THE WORLD'S MOST LOVED EXPLORER, DORA, ON HER GREATEST ADVENTURE YET WITH THE NEW PRE-SCHOOL SERIES *DORA AND FRIENDS: INTO THE CITY!*

Premieres in Asia on Monday, 16 March at 8.45am (HK/SG), 9am (TH/WIB), 10am (MY) and Monday, 30 March at 11.30am (PH) on Nickelodeon, and Monday, 23 March at 10.35am (TH/WIB) and 11.35am (HK/MY/PH/SG) on Nick Jr.

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SINGAPORE, 27 FEBRUARY 2015 - [Nick Jr.](#)'s global phenomenon, Dora embarks on her greatest expedition yet, with new animated pre-school series *Dora and Friends: Into the City!* Premiering in Asia on **Monday, 16 March at 8.45am (HK/SG), 9am (TH/WIB), 10am (MY) and Monday, 30 March at 11.30am (PH) on Nickelodeon, and Monday, 23 March at 10.35am (TH/WIB) and 11.35am (HK/MY/PH/SG) on Nick Jr.**, the half hour series centres around Dora and her new group of friends living in a city, attending school and setting out on new adventures that service the community.

Developed with the support of educational experts, the show is based on a new, interactive curriculum that focuses on community service, problem solving, emotional skills, language and culture. Created by original *Dora the Explorer* creators, **Chris Gifford** and **Valerie Walsh Valdes** (*Dora the Explorer, Go, Diego, Go!*), ***Dora and Friends: Into the City!* will air weekdays at 8.45am (HK/SG), 9am (TH/WIB), 10am (MY) and 11.30am on Nickelodeon, and 9.15am (TH/WIB) and 10.15am (HK/MY/PH/SG) on Nick Jr. after the premiere.** The *Dora the Explorer* series, which after 15 years remains one of the most-watched shows on Nick Jr., will also continue to air on the channel.

"*Dora and Friends: Into the City!* expands on Dora's legacy of being a compassionate leader, friend and role model, in a setting where she can have dynamic peer relationships and experience the world around her in new and exciting ways," said **Teri Weiss, Executive Vice President, Nickelodeon Pre-school**. "Pre-schoolers will explore with their favourite pal Dora and her new friends while developing interpersonal skills and a sense of community that will help them navigate new social situations like starting school and making friends. And, of course, learning Spanish along the way."

Set in the fictional city of Playa Verde, Dora and her friends set off on magical and real-life adventures. During each expedition, Dora uses Map App on her smartphone and her magical charm bracelet to navigate the city and overcome obstacles. Dora continues to be a good friend, leader, and problem-solver with a group of new friends – Kate, Naiya, Emma, Alana and Pablo – who share her passion for learning and exploring.

Dora's new friends are:

- **Kate** – an avid reader who is dramatic and artistic
- **Naiya** – an intellectual who excels at maths and science
- **Emma** – an accomplished musician with a drive to be the best
- **Alana** – an athletic, confident soccer player and animal lover
- **Pablo** – a smart, playful, energetic athlete and explorer

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About Nick Jr.

Nick Jr. is “the Smart Place to Play,” giving kids and parents what they want – educational and entertaining content with great stories and characters that empower kids to learn while they play. The educational curriculum is in everything Nick Jr. does – the shows, packaging and promos – delivered by all the Nick Jr. characters kids know and love. The award-winning and exclusive international properties including *Dora the Explorer*, *Team Umizoomi*, *Bubble Guppies* and *Tickety Toc* are designed to engage and encourage early childhood development. For more information about Nick Jr. in Asia, visit www.nickjr.asia.

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